ANNUAL CONVENTION ISSUE

AE

FEBRUARY, 1983

automotive executive

The Official Publication of the NATIONAL AUTOMOBILE DEALERS ASSOCIATION



NADA AND LAS VEGAS: A WINNING COMBINATION

Come to the

Hollywood

GALA AT THE MGM GRAND

STARRING

You and your guest! (Your NADA badge is your ticket.)

FEATURING

The musical sounds of the Tom Moses Orchestra!
Food and drink galore!
Hollywood look-a-likes like you've never seen them before!
(Even their mothers get confused.)

And introducing

Photo gals to snap momentos of you with your favorite movie stars!
Life-size cutouts of movie greats! Hollywood memorabilia!
AND MORE!

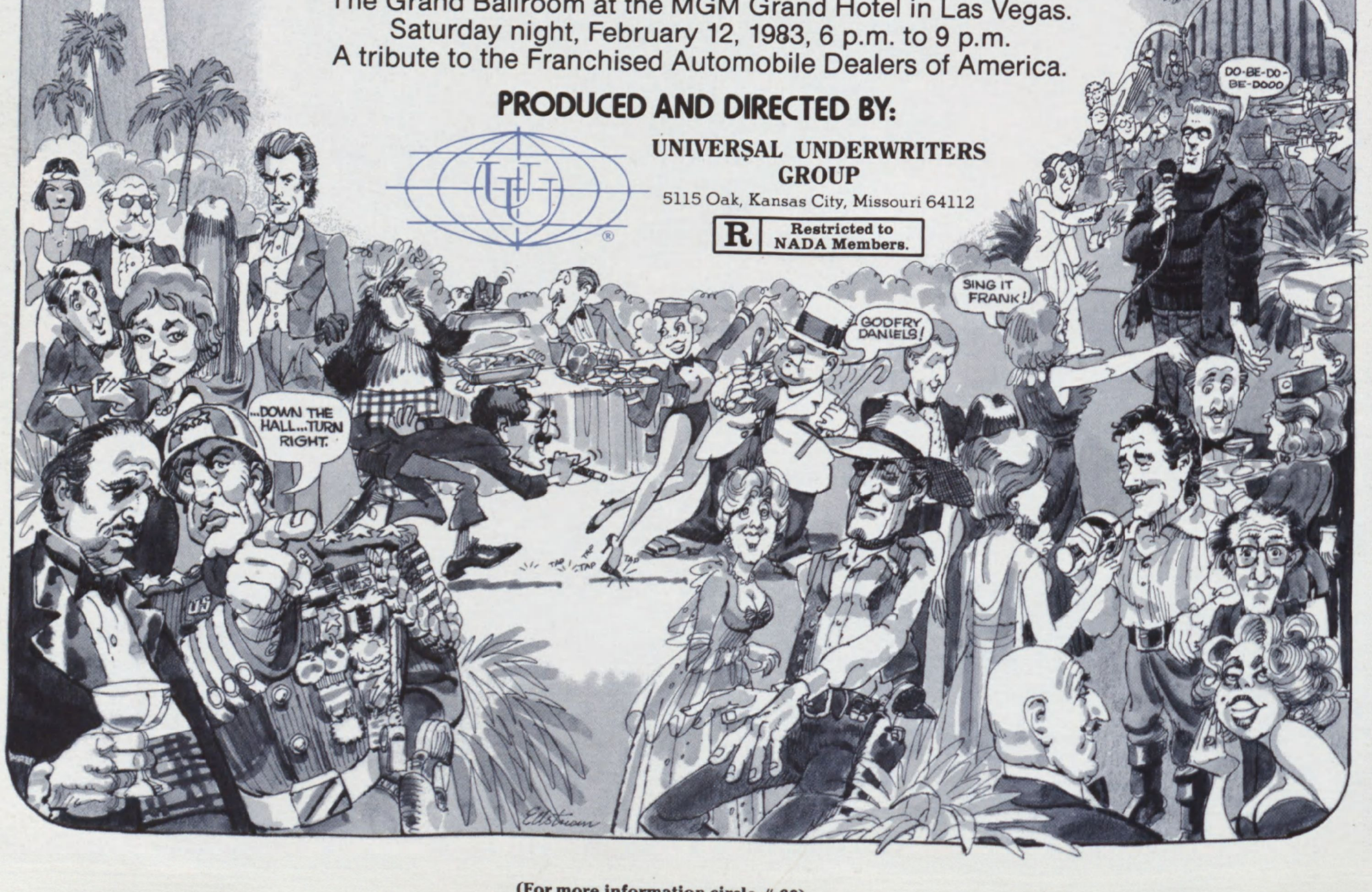
Entirely on location at

The Grand Ballroom at the MGM Grand Hotel in Las Vegas.
Saturday night, February 12, 1983, 6 p.m. to 9 p.m.
A tribute to the Franchised Automobile Dealers of America.

PRODUCED AND DIRECTED BY:

UNIVERSAL UNDERWRITERS GROUP
5115 Oak, Kansas City, Missouri 64112

R Restricted to NADA Members.



NADA Commentary

Ask Those Who Know

For the past several years, we've been saying that traditional solutions to the current problems of the American automobile industry are no longer adequate. If we need further testimony to that fact, consider that four years ago we began our convention with about 4,000 more franchised new-car and truck dealers than we have today.

That's a sobering statistic for each of us.

As we begin this year's convention, it is appropriate to consider what we've learned from the hard times of the last four years. First, we've learned to be better businesspeople. We control our expenses better than at any time in our history. We also pay better attention to our customers' satisfaction than we ever did before—perhaps more than any industry ever has. And we now know that it pays dividends.

Secondly, our manufacturers and distributors were not exempted from the hard lessons of the past four years. Like dealers, they, too, have learned from the experience. Market plans which seemed reasonable and efficient in 1978 looked ill-conceived in 1980. Some look absurd today. Like dealers, manufacturers are rethinking the way that cars are marketed in the U.S. Competition today is for the greatest piece of a smaller pie, and it remains intense.

Some manufacturers now realize that franchised new-car and truck dealers are the best experts in retail automobile sales. Increasingly, manufacturers ask NADA for advice because traditional solutions hatched in factory conference rooms just don't do the job.

NADA welcomes these opportunities to provide direct dealer input into factory decisionmaking. Clearly, dealers won't be taking over the management of the factories, product planning or any of the other manufacturer functions. But, dealer input helps manufacturers develop a more intelligent marketing philosophy for every vehicle line. This, in turn, will help maximize the chance of success in the ultimate negotiation in our industry—the one between our salespeople and our customers.

Adversity has expanded the need for communications between dealers and manufacturers. The continuing challenge to each party over the next few years will be to improve those communications to our mutual advantage. For its part, NADA welcomes the chance to represent dealers and communicate their concerns directly to manufacturers. NADA and its dealers embrace the opportunity to help move our industry through its current trauma on into future prosperity. We know the old ways don't work.

While our industry is still viable, its condition remains fragile. Now is the time for dealers and manufacturers to work together to build strength into the industry so that all who participate can survive and prosper—together. □

Executive Notes

Drugs and Driving. The National Dealers Safety and Mobility Council, an affiliate of the Highway Users Federation, has a new audiovisual program available to teach drivers about the risks they run with drug use.

Starting this month, the program, called "Double Trouble: Drugs and Driving," will be available on a free-loan basis to community groups from more than 8,500 new-car, light truck and tire dealers across the country.

The program comes with a discussion guide and handout materials. It is appropriate for customers, driver education classes and other audiences.

For further information about how to participate in this safety program, contact John R. McCawley, Dealer Activities, Highway Users Federation, 1776 Massachusetts Ave., N.W., Washington, DC 20036. ■

A better mousetrap. Is it possible to invent a windshield wiper blade that will last the life of a car? It is, according to the Smear Clear Wiper Corp. of Wilmington, DE. The company claims it has perfected a multi-edged wiper blade that works on the same principle as the radial tire and is expected to last much longer than a conventional blade.

Charles Fritz, the inventor, claims that the blade, which is made from a Dupont elastomer, owes its longer life to its unique 5-bladed design and to the improved physical properties that the elastomer has over conventional molded rubber.

Although the radial wiper blade probably won't be on the market for another year, the company hopes that it will capture more than 5 percent of the $100-million wiper blade market in its first year of sales. A massive consumer advertising campaign is being planned and several automotive equipment companies have already expressed interest in the rights to sell it nationally. ■

Pontiac Fiero. Pontiac is currently in the process of converting one of its plants in Pontiac, MI, to produce its 1984 Fiero, a 2-seater, mid-engine, 4-cylinder sports car scheduled for introduction this fall. An estimated 2,400 employees, now on indefinite layoff, will be called back in stages to work in the new assembly facility.

Hulki Aldikacti, Fiero project manager for Pontiac, predicts that the new car will be one of the most innovative Pontiac products in years, and as such "will enhance Pontiac's image for the 1980s as a marketer of youthful, fun-to-drive cars." ■

Toyota expands U.S. headquarters complex. Toyota recently celebrated its 25th anniversary in the United States with the unveiling of three new buildings at its national headquarters complex in Torrance, CA.

The new buildings—the corporate headquarters, data center and employee dining facility—are adjacent to Toyota's parts distribution center and service center and emissions lab. The addition brings the total value of the complex to $100 million. Toyota, its distributors and nearly 1,100 dealers in the U.S. now occupy land and facilities in the U.S. valued at more than $1.28 billion. ■

Donation for CPR training. The National Automobile Dealers Charitable Foundation (NADCF) recently contributed two cardiopulmonary resuscitation (CPR) training torsos to the Johnson County (Iowa) Committee for Citizen CPR. The presentation of the mannequins, which wear T-shirts bearing the NADA logo, was made by Marvin D. Hartwig, NADA Director for Iowa, at a CPR marathon publicity event December 12 in the Iowa City Old Capital Center mall.



Marvin Hartwig, NADA's Iowa Director, presents CPR training torso to Elaine Mayer of the Johnson County Committee for Citizen CPR.

Elaine Mayer, chairperson of the Johnson County Committee for Citizen CPR, said dealers' support for this effort to educate the public in the skills of CPR and the prevention of heart disease "will undoubtedly result in the actual saving of lives. Without support and encouragement such as yours, this volunteer effort could not be continued." ■

Strong interest in new Ford models. Ford Motor Co. has received more than 13,500 advance orders for the 1983 Ford Thunderbird and Mercury Cougar, the company's new mid-size cars to be introduced this month.

According to Ford Motor Co., the all-new 1983 Thunderbird and Cougar with their dramatic aerodynamic shapes will compete not only with traditional rivals like Oldsmobile Cutlass Supreme, Buick Regal and Chevrolet Monte Carlo, but also with the Buick Riviera and Oldsmobile Toronado, as well as foreign luxury sedans made by BMW, Audi and Saab.

A new turbocharged version of the Thunderbird opens a new market for this car line. The "Turbo Coupe" will be powered by a turbocharged fuel-injected 2.3-liter engine mated to a 5-speed manual transmission.

"You can't typecast these cars," says Philip E. Benton Jr., vice-president of sales operations. "Their combination of style and performance are in the tradition of personal luxury cars, but with one important difference. The Thunderbird and Cougar are priced in the middle of the market." □

Notice of NADA's Annual Meeting

The 1983 membership meeting of the National Automobile Dealers Association will be held in the Rotunda of the Las Vegas Convention Center, Las Vegas, NV, beginning at 3 p.m., Saturday, February 12, 1983.

H. E. Derrick Jr.
Secretary

DISPLAY DATA CORPORATION
IS PLEASED TO ANNOUNCE

The Future



THE NEW insight® SERIES 8000 COMPUTER SYSTEM

A new era of computer quality, performance and value for America's auto dealerships is here.

The value of the computer to auto dealers has taken a giant step forward with a single, dramatic advancement in technology. Display Data Corporation has designed, engineered and created a new system to provide the capacity, efficiency and worry free operation that dealers have long been seeking: The insight Series 8000.

Here is a computer in a class by itself.

Reliability and capacity in its new 30 megabyte Winchester Disk Drive has no price/performance equal in the industry. State-of-the-art data copy and back-up permit "tape streaming" of business records onto a pocket-sized cartridge in just minutes.



Design and engineering provide for the office of tomorrow — space efficient, quiet, energy conserving.

The Series 8000 continues Display Data Corporation's commitment to the automotive industry. For current insight users, upgrade programs are attractively priced and existing software is 100% compatible.

The Series 8000 represents significant technical achievements from our manufacturing and software development teams. Yet, to the dealer, the greatest achievement is in the capability for building stronger,more profitable dealer ships with a protected computer investment.



That has been, and always will be, what the insight concept is all about. We make the future possible today.

See the future at our island at the NADA.

insight®

DISPLAY DATA CORPORATION

Executive Plaza IV Hunt Valley, Maryland 21031

Sales and Service Offices Coast-to-Coast.

For more information, contact (800) 638-1100.

(For more information circle #22)



The winning hand for GM Dealers

GMAC has been dealing out successful plans and programs to GM Dealers for more than 64 years.

Take our commitment to offer you a consistent source of financing —even when others stand pat or fold their hands. It's the kind of assurance that can help you be a winner in good times and bad.

GMAC offers a hand full of winning financial services. Let all of them work for you. We think you'll agree, we're the best game in town.

GMAC
COMPLETE FINANCIAL SERVICES FOR GM DEALERS

Come visit us at the NADA Convention. We'll be at Booth I.

(For more information circle # 29)

automotive executive

FEBRUARY 1983 VOLUME 5, NO. 2

VBPA

NADA OFFICERS
George W. Lyles, High Point, NC
President
William C. Turnbull, Huntington, WV
First Vice-President
H.E. Derrick Jr., Lexington, VA
Secretary
William J. Symes, Pasadena, CA
Treasurer
Wendell H. Miller, Binghamton, NY
Immediate Past President
Robert M. Burd, Washington, NJ
Vice-President, Region I
Frank C. Davis Jr., Nashville, TN
Vice-President, Region II
James P. Jennings, Glenview, IL
Vice-President, Region III
Denzil W. Rose, Hilo, HI
Vice-President, Region IV
Arthur T. Irwin, Lima, OH
ATD Chairman
Frank E. McCarthy, McLean, VA
Executive Vice President

EDITORIAL STAFF
Publisher, Robert C. Daly
Director of Publications, Peter Lukasiak
Managing Editor, William P. Steinkuller
Associate Editor, Gary James
Contributing Features Editor, Ted Orme
Contributing Writer, Libby Dolvin
Contributing Writer, Joan Rubin
Production Manager, Donald E. Wheeler
Graphics Coordinator, Sharon V. Milburn
Production Coordinator, Mary Quiring
Editorial Assistant, Staci Harvey

ADVERTISING OFFICES
National Advertising Manager/Eastern Sales
Judy Solomon, **automotive executive**
8400 Westpark Drive
McLean, VA 22102
(703) 821-7160

Midwestern Sales Representative
Jon Kaufman, Publishers Marketing Group
P.O. Box 343
Prospect Heights, IL 60070
(312) 673-1351

Western Sales Representative
Len Ganz, Len Ganz & Associates
8100 Garden Grove Blvd., Suite 12
Garden Grove, CA 92644
(714) 891-9722

automotive executive (ISSN 0195-1564) is published monthly by the NADA Services Corp., a wholly owned subsidiary of NADA. Subscription rates delivered prepaid in U.S. and U.S. possessions $12. per year, $15. elsewhere. Single copies delivered prepaid $2. Multiple subscriptions available at discount rates. Second-class postage paid at McLean, VA and additional mailing offices. Copyright 1982 by the NADA Services Corp. The statements and opinions expressed herein are those of the individual authors and do not necessarily represent the view of **automotive executive**, the NADA Services Corp. or the National Automobile Dealers Association. All communications should be addressed to **automotive executive**, 8400 Westpark Dr., McLean, VA 22102. Postmaster: Send address changes to **automotive executive**, 8400 Westpark Dr., McLean, VA 22102.

features

The Small-Town Dealer: Keeping His Business



8

Æ visits three dealers in America's heartland to see how they've been faring in today's tough times.

An Interview With VW's Jim Fuller



81

The head of the Volkswagen Division talks about VW's plans to revive its U.S. business.

Heard About The Student-Run Dealership?



101

An unusual dealer-sponsored program gives high school students some hands-on skills.

NADA And Las Vegas
NADA's convention site offers non-stop activity. **16**

Who's Who In NADA
Meet NADA's officers and directors for 1983. **39**

The New Corvette
An aerodynamic profile sets this new version apart. **53**

The Equipment Exposition
A *complete* directory of products and services. **57**

Convention Workshops '83
Classes focus on key dealership profit areas. **74**

Enter Mitsubishi
Seldom do we get to see a new franchise in the making. **115**

departments

NADA Commentary 1
Executive Notes 2
Money Sense 6
Tax Brakes 33
Legal Briefs 35
On The Hill 36
Detroit Update 89
Service Department 92
Truck Focus 94
For Your Information 95
Auction Block 97
Management Ideas 98
Calendar 110
Business In Print 124
Used Cars 127
Selling Yourself 128
Showcase 131
Special Showcase 132

Money Sense

Tax-Managed Stock Funds

For years, mutual funds have been a popular way for investors to buy stocks. Mutual fund ownership provides a diversified portfolio of stocks, buffering the investor from sudden downturns in particular industries. Still, investors are permitted to benefit substantially when the market as a whole moves upward. Mutual funds rarely require a sizable minimum investment, and investors leave all the buy and sell decisions with the fund's managers.

The only problem, of course, is taxes. Mutual funds normally pay dividends, and these are taxable. So depending on your tax bracket, you can end up paying as much as 50 percent to Uncle Sam. If you want to get around these taxes, but still enjoy the capital appreciation and income that stocks provide, consider buying into a "tax-managed stock fund."

Tax-managed stock funds are like other mutual funds in that the shares represent ownership in a diversified portfolio of stocks. The big difference is that you don't receive dividends. Instead, the fund reinvests the dividends, solely for the purpose of increasing the fund's "net asset value" per share. The "net asset value" per share represents the resale value of your shares. You can determine the net asset value per share by dividing the fund's total net assets (minus all of its liabilities) by the number of shares outstanding.

If a fund, for example, has assets totalling $1 million, and liabilities of $200,000, then total net assets are $800,000. With 800,000 shares outstanding, the net asset value per share would be $1, according to the formula. If the total assets in the fund increased to $1,500,000 with liabilities and outstanding shares remaining the same, the net asset value per share would jump to $1.63.

Tax Advantages

Since you do not receive dividends, you do not pay any current taxes. If you decide you need some money, you simply sell a few shares. You'll pay taxes in this case, but only on the increase in the shares' net asset value. Assuming you had kept the shares in the fund for at least a year and a day before withdrawing them, that portion would be taxed not as income but as a capital gain (only 20 percent).

Tax-managed funds can provide this tax advantage because the IRS views them as corporations. Under the tax law, corporations may earn 85 percent of dividends from other corporations tax-free. That leaves only 15 percent of the fund's dividends as taxable, and the fund managers use a variety of sophisticated investment strategies to shelter that portion, too. Therefore, as a shareholder, you aren't required to declare the dividends as income.

Tax-managed stock funds are made up largely of utility stocks and other equities, which traditionally pay large dividends. Although these securities don't offer the same growth as other types of stock, the funds usually provide comparable yield when you consider the tax benefit and the sizable portion of income that is reinvested in the fund.

Low Minimum Investments

As with other mutual funds, you don't need a great deal of money to participate in tax-managed stock funds. Minimum investments may be as low as $250, although most require $1,000. The fee structures will vary, depending on the funds and the sponsoring brokerage firm.

Generally, all funds charge a management fee, which covers administrative costs. Most funds also charge a sales commission, which is usually 6 to 10 percent for the first $15,000 or so you invest. Above that amount, commissions drop substantially. Thus, the more you invest, the lower the rate.

"No-load" funds do not require you to pay sales commissions. However, they are rarely available through brokerage firms. These generally advertise through the mail or local newspapers. You would deal directly with the fund, without broker involvement. You may pay less (although management fees are sometimes higher), but the drawback is that you forfeit the benefit of a broker's advice in matters relating to the fund.

Considerations Before Investing

There are a number of points to consider before selecting a tax-managed stock fund. First, determine if the fund is part of a larger "fund family." Often, funds managed by a group handling other funds permit you to switch your shares from one fund to the next, sometimes for a nominal fee. You might find this service attractive if economic conditions shift.

Second, inquire about the fund's track record compared to other funds. Find out how well or how poorly the fund has done in recent years. Most brokerage firms will provide this information.

Also, find out what fees you'll pay and what services you'll receive. One final note: Once you've selected a tax-managed stock fund, watch it closely and compare its performance with other funds. You want to make the most of your hard-earned dollars. □

This column is prepared as an automotive exclusive for Æ by Bill Waters, Director of Marketing Services with Merrill Lynch, Pierce, Fenner & Smith. Reader comments and inquiries should be sent to: **Money Sense, automotive executive magazine, 8400 Westpark Drive, McLean, VA 22102.**

PDP

GROUP

Proudly Presents

The New Dealer Insurance Programs

FIREMAN'S FUND DEALER CARD

- COMPLETE DEALERSHIP INSURANCE, INCLUDING GARAGE LIABILITY, PROPERTY WORKER'S COMPENSATION, LEASING AND RENTAL
- POTENTIAL PREMIUM SAVINGS BY CONSOLIDATING SPECIALIZED COVERAGES
- POTENTIAL DIVIDEND AS RESULT OF INDIVIDUAL AND GROUP EXPERIENCE

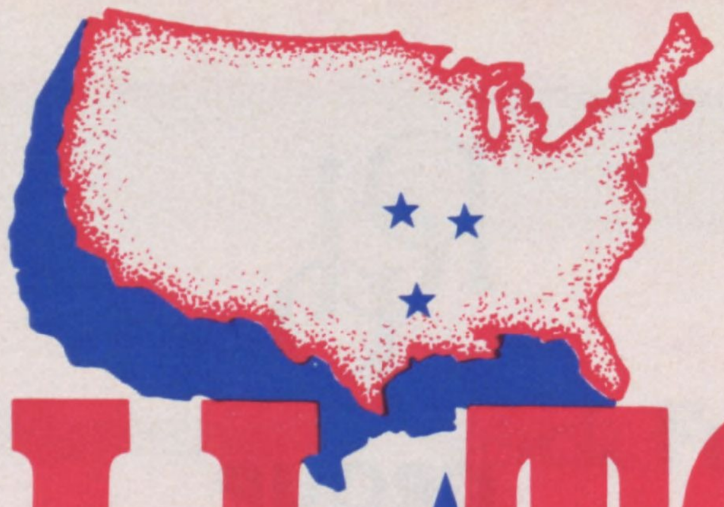
Dealer/Employee LifeCycle®

- NO COST TO THE DEALER
- CURRENTLY OFFERING 12% TAX DEFERRED EARNINGS
- VOLUNTARY OPPORTUNITY FOR DEALERS AND EMPLOYEES TO SUPPLEMENT SOCIAL SECURITY BENEFITS AND/OR RETIREMENT PROGRAMS WITH AS LITTLE AS $5.00 A WEEK.

SEE US AT THE NADA SHOW, LAS VEGAS.. BOOTH #428

PDP GROUP (PITCHER DOYLE PENN) HUNT VALLEY, MD. 1-800-638-8654



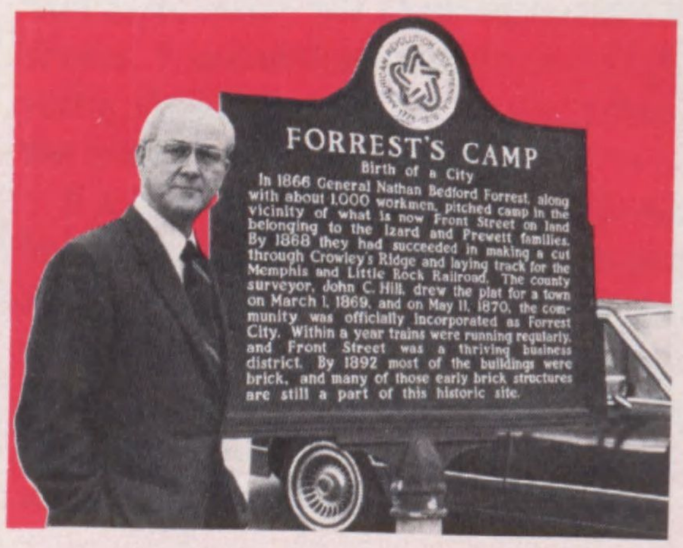


SMALL-TOWN DEALER: THE KEEPING HIS HEAD... AND HIS BUSINESS

by Ben Pope

Rudyard Kipling wrote fondly of the man who can keep his head when others around him are losing theirs. For the small-town auto dealer, it seems to be a case of not only keeping your head, but using it and not getting in over it.

Recently **Æ** visited three successful small-town dealers to find out what they are doing right: Bevie Machen in Forrest City, AR, Terry Morrow in Lufkin, TX, and Ray Shepherd in Fort Scott, KS.



Each of these small-town dealers identifies closely with the place in which he does business. Above: Bev Machen of Forrest City, AR. Right: Ray Shepherd of Fort Scott, KS. Far right: Terry Morrow of Lufkin, TX.

These dealers share three things in common: vision, adaptability and a good idea of how to run a business. At the same time, each seems to have found his own answers about how to get through these times while others are going out of business.

Forrest City, AR

To reach Forrest City, you drive 35 miles west out of Memphis, across the flat Mississippi delta land that is interrupted just once right outside of town by Crowley's Ridge. The ridge has fascinated people for years because they can't figure out why it's there.

When the glaciers of the Ice Age receded, the ridge remained, 300 feet above the delta. It contains no rocks at all, so that can't be the reason it survived. That puzzles people, too.

But, for Forrest City, the really important thing about Crowley's Ridge is that Confederate General Nathan Bedford Forrest took an interest in it during the Civil War, and after the war, came back to cut a hole through it to let trains get from Memphis to Little Rock. Forrest City became the leading community between the two cities and still is. With a population of 14,000 and an even balance between industry and agriculture, the city has done pretty well since the general visited.



Bev Machen came to town in 1960 after nearly 15 years in the auto business as a Ford zone manager, a Dodge-Plymouth dealer, and a Chevrolet-Oldsmobile dealer.

Machen demonstrated his vision—others called it something else—in 1965 when he moved the dealership out of the downtown area. He relocated three miles out on land that needed a lot of fill but was right next to where the new interstate highway was to be built. Today, Machen Ford is at the heart of the town's industrial community. The



Holiday Inn is next door, and about 30 percent of the dealership's business comes off the interstate, the only good way to get from the mid-South to Texas and southern California.

When the flood of '80 wiped out local crops and industry turned down, Machen made a move he credits with keeping his firm in the black—mostly—for the past few years. Realizing his service department was "only mediocre," Machen began looking for the best service manager he could get. He found him in Don Smith. Together, they advertised for mechanics in other towns, and Smith's reputation brought in the good ones.

"He's the type of fellow who sets goals for his mechanics, and if they don't meet them after a month, they're gone," Machen says. "He lets them know that at the start. Don tells them he'll get the work for them, but they've got to do it right. And it's got to be right the first time.

"That's the secret of any service operation—do it right the first time. Then the word gets out and that's the best kind of advertising. We've been doing well ever since," Machen says. Service income has tripled.

About the same time as he revitalized the service department, Machen added Lincoln-Mercury from a store that folded in a nearby town. The eight to 10 sales per month from the new lines helped him get through the drought of '81 when farmers stopped buying trucks. Again he averted the red ink.

If it sounds as if life has been on the ragged edge of disaster for Arkansas dealers, that is just about true. And no small reason was Arkansas' limit on interest rates—the lowest in the nation. At 10 percent, bank money dried up worse than the fields, and loan companies left the state. The captive auto finance companies stayed, but dealers were forced to take up a lot of slack.

"We were losing $3 or $4 million a year, buying money at 15 or 16 percent and giving it to our customers at 10," Machen says. "You try that for a while and see how long you last.

"We had to pay 1 to 1½ percent on our new-car paper and 3 percent on used. We lost our repossession coverage. We had to endorse all our own paper and do the collections. Our state association got together and offered dealers F&I coverage. It was an extra expense, but you had to have it."

The future looks brighter for Arkansas dealers. Last November, the citizens voted a 17-percent cap—still lower than most states—after a strong promotional campaign by a credit council made up of auto dealers, bankers and other consumer credit companies. "We are headed for better days," Machen says, adding quietly, "hopefully."



Machen is probably one of the few dealers in the country who conducts business from his front porch. With him in the "showroom" are his sons Jim (left) and Tommy (right).

Sales volume is still down, however—from about 35 new cars and 10 new trucks a month in the old days to about 20 cars and six trucks today. Machen is still searching for ways to cut overhead and increase profits. He's selling tires and camper tops, doing more specialty work like striping and undercoating, and even doing custom van and other fancy bodywork. He is now into rental cars, and is doing a good enough job of selling extended service coverage to earn Ford bonuses.

Arkansas dealers several years ago established their own credit life insurance company, and Machen and other dealers realize profits from stock dividends as well as regular fees.

To reduce expenses, Machen cut personnel in the shop and office, and close tabs are kept on productivity. Machen has also just purchased a full computer system that improves efficiency and eliminates the need for another person in the office.

One thing Bev Machen doesn't have to worry about is rent. His store—the first of its kind when it was built in 1965—is paid for. The showroom is really more of a front porch. There is no inside display. When Machen proposed this to Ford, they said it couldn't be done. " 'Then I can't take the franchise,' " I told them. " 'I can't afford the glass and air conditioning.' " He got his way, and kept from going in over his head.



Tommy Machen talks trade-in with a prospective customer.

Lufkin, TX

Heading west and south, you find the piney woods of east Texas. The woods are full of oil wells, but you can't see them for the trees. Lufkin is also hidden in these woods, but there is no problem



Morrow Buick-Pontiac-Honda has something for just about every budget and taste.

finding it. Lufkin is a town making noise.

A new convention center is going up, and the fast food places open and close just like in the big city. Morrow Buick-Pontiac-Honda is on the busiest highway in East Texas—between downtown and the new shopping mall, and next door to the defunct International Harvester shop.

Lufkin was a "boom town" in the best Texas tradition, but some of the air is seeping out of the bubble. In fact, most of it already has. Unemployment that was 3 percent when the nation was 9 reached 15.1 in late '82.

Terry Morrow is not used to this sort of thing, and one suspects he just won't put up with it.

After 14 years as a Buick representative "all over," Morrow returned to his native area in 1974, and bought a very successful dealership from a man who thought the energy crisis was more than he wanted to worry with.

That didn't seem like a problem to Morrow, and he immediately added Honda to his store for those few Texans who didn't want to buy a lot of gas. Most Texans could care less. Lufkin is a big-car market, for which Terry Morrow and his Buicks are quite happy.

Off to a quick start, Morrow has increased store employees from 22 to 30. In 1981, while dealers elsewhere were suffering, Morrow had his biggest profit year. In '82, the monthly new unit total dropped from an average of 52 to 42. However, that was made up almost exactly by the addition of a Dodge franchise. But there is trouble ahead.

Lufkin is an industrial town of about 30,000 where people draw good wages, but the pinch is beginning to show. The largest employer, Lufkin Industries, makes most of the oil pumping equipment in the world at the local plant. But recently, about 1,600 workers were laid off when the oil glut caused $100 million in cancelled orders. A large paper company and a wood products firm are cutting back, too, as newspapers get smaller and home building stays slow.

So what is Terry Morrow going to do about it? He'll continue his good practices of the past and add a few new wrinkles.

Dual management is something he believes works well. "Find good managers and let them work to their capacity," he says. "I bet I have the only dealership in the country with a used-car manager who is also the body shop manager. My new-car manager is also in charge of F&I."

Finance and insurance is another big reason for Morrow's success, he says. Texas didn't have Arkansas' interest problem, but it did have a 13.69 maximum until that was adjusted (through the efforts of the state dealer



Terry Morrow flanks "Rudolph," a popular oil-pumping unit built by one of his town's largest manufacturers, Lufkin Industries.



Terry Morrow fields a call in his office.



Unless your distributor has electronic tuned radios for GM cars

You've got the wrong distributor.

Lately, Detroit has been changing radio designs almost as regularly as body styles. One year, the slim radio silhouette is emphasized. This year, the single most significant breakthrough is a box-shaped radio. Three quarters of GM's 1983 models require entirely new radio options.

If your distributor doesn't have the ETR components for GM cars . . . *You've got the wrong distributor.*

Innovative Engineering, Not Superficiality

At Audiovox, we anticipate market trends with uncanny predictability. That's why Audiovox S.P.S. is ready *now* with not one . . . but nine different models for the GM cars that require 2000 series components.

We offered more systems than the factories could for X-body cars, K-body cars, Ford Escort, Mercury Lynx and AMC Eagle. Now we're ready again while the rest of the industry is still on the drawing boards.

Dependability and more, for all cars

Audiovox offers you more than just a superior product range for Detroit's very latest models. We offer the industry's highest quality sound components, a wider range of installation kits to fit more American and imported cars, and the industry's largest independent service network of distributors and branches.

Most important of all, by selling Audiovox S.P.S. and HI-COMP, as a step-up line, you can make more profit than with any factory program.

So whether you sell the J-cars, or any other new model, we have a whole alphabet of radios for you. *Every one, a perfect fit.*



HCC-1200 . . . a plethora of "revolutionary" features have been engineered into this incredibly small chassis. Electronic tuning, auto-reverse cassette system, Dolby® noise reduction and built-in power amp.



GMJ-DGQ . . . Electronic tuning am/fm stereo radio with auto-reverse cassette, built-in 5 band graphic equalizer and DNR* noise reduction system.

*Trademark of National Semiconductor Corp.

BE SURE TO VISIT AUDIOVOX BOOTH No. 910 AT THE NADA SHOW

We do more for your business.

HiComp

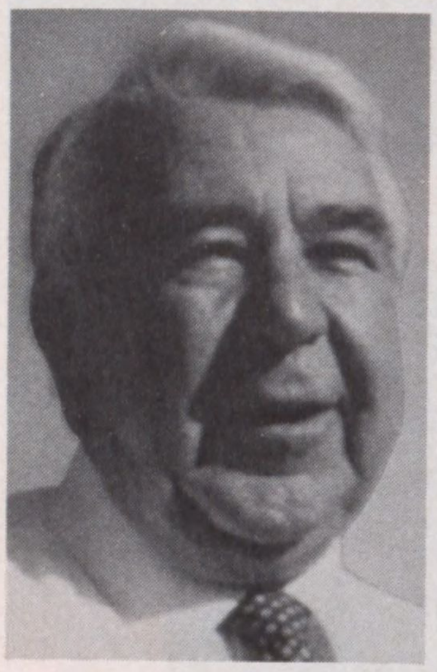
SPS

Audiovox Corp. 150 Marcus Blvd., Hauppauge, NY 11788 (516) 231-7750

©1982 Audiovox Corp.

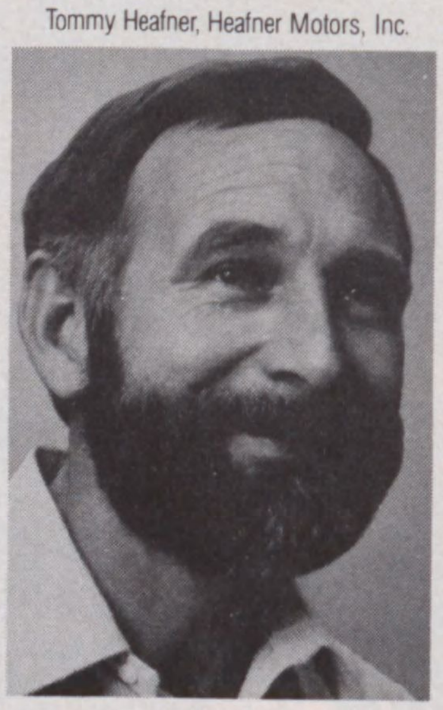
(For more information circle # 8)

Smiles.

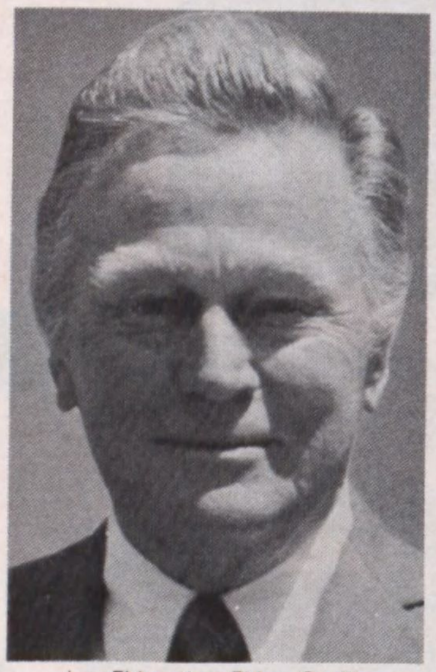

Tom Biltcliffe, Al Parker Buick


Dean Coulter, Coulter Cadillac


Jerry Richardson, Richardson Chevrolet

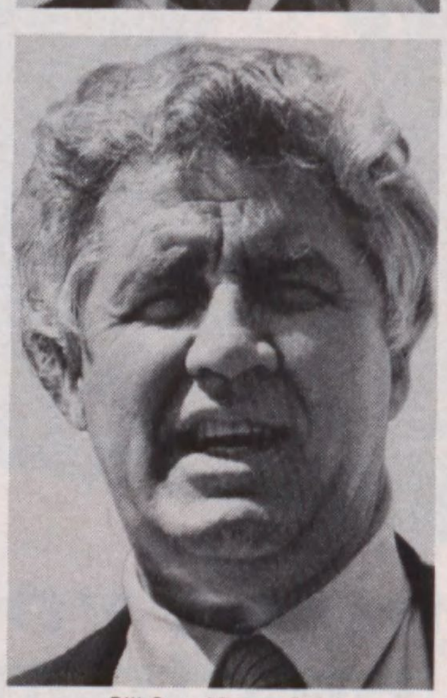

Tommy Heafner, Heafner Motors, Inc.


Terry Shaver, Terry Shaver Pontiac


Lou Ehlers, Lou Ehlers Cadillac


Martin Lustgarten, Martin Chevrolet-Buick


Henry Faulkner, Faulkner Oldsmobile


Bill Gray, Massey Buick


Vince Maita, Maita Oldsmobile

You'll see lots more of them when GM dealers discover the new profits in America's No. 1 selling new vehicle service contract.

The new GM Continuous Protection Plan offers you increased base profits, plus an upscaled quarterly bonus program for more total profit potential than ever before.

In fact, GM dealers who achieve good sales penetration could earn over 30% more on every Plan they sell!

Remember, that's bonus money paid every quarter by GM in addition to your up-front profit from initial Plan sales.

But extra profit is only part of the good news. The GM Continuous Protection Plan has always been easy to sell because of the GM name, and now it's even easier because the program's simpler. There are now only two Plans. The popular 36/36 and 48/50 Custom Plans.

With either one, your customers will get America's No. 1 selling new vehicle service contract... with the emphasis on *service* and customer satisfaction.

Unlike the competition, the GM Plan covers parts and components even if they wear out, not just fail through possible defects. What's more, your responsibility for administration of the terms of the Plan is minimal because the GM Continuous Protection Plan is a contract between GM and the vehicle owner.

Add it all up and the bottom line spells extra profit for you and extra satisfaction for your customers. If that's the kind of return you'd like to share in, ask your zone representative for more details on the GM Continuous Protection Plan today. Or write, Manager, GM Continuous Protection Plan, General Motors Corporation, 2-241 General Motors Building, Detroit, Michigan 48202.

You'll find out just how easy it is to join the dealers who are already smiling.

Continuous Protection Plan

GM

(For more information circle # 30)

association) to about 24 percent. Banks are beginning to be interested in car loans again, but some dealers have been concerned about the reduction in financing profit. Not Morrow.

"The old reserves we used to get are not there, and a lot of dealers took the attitude of why should I be selling this paper when I'm not going to be making much out of it. We took the opposite view and got very aggressive in the F&I business, and I think it has made our dealership.

"There is less reserve per contract out there so we needed more volume. We became the largest dealer in town, I feel, as a result of this."

Just as he showed vision in adding an economy line, Morrow averted lower volume by adding Dodge, primarily so he would have trucks to sell. He also saw a market for Dodge auto parts and went after the trade with body shops and independent garages.

But you can tell, what he really likes to sell are big Buicks. Driving down the street on which Morrow lives, he points out that there is a Buick in every driveway except one, and that family just moved into town.

Terry Morrow also likes golf. His new home has one of the country club's greens in his back yard. A collegiate golfer at Southern Methodist University, he sells more than a few cars while golfing, even when he wins.

So, with Honda at the right time and Dodge at another, Morrow moves along, awaiting the days when Lufkin people will come in to get their big cars again.

Fort Scott, KS

Fort Scott was settled during the early days of the movement west, and in 1842 became part of a series of forts beginning at Leavenworth in the north through to Texas that formed the "Permanent Indian Frontier." The permanency lasted until 1853, when everything moved farther west, but the settlement remained and has developed as a railroad and cattle center.

Today, Fort Scott is basically an agricultural community. The largest employers are an insurance company and the Sisters of Mercy hospital. Farmers here have been through the same natural disasters and prize squeeze that have hit the rest of the country, but unemployment stays about half the national average.

Ray Shepherd, down on Main Street, is probably the epitome of the successful small-town dealer. A 1981 *Time* Quality Dealer of the Year, he has been in the business for 35 years and has never seen a red month on the Ford side and just three on the Chrysler side. He was the first dealer in the country to carry full Ford and Chrysler lines under a single ownership and management.



Ray Shepherd has separate showrooms on the same property for his Chrysler and Ford lines.

From his background, Ray Shepherd had to be an auto man. In 1812, back in Independence, MO, his family made wagons for the pioneers' trek west. His great uncle was in the auto business in 1912, and in 1932 his father was selling Jordans, Huppmobiles and Oaklands from the family farm. Ray followed the family tradition in 1947 with a Ford dealership in Ash Grove, MO, and moved four miles across the state line to Fort Scott in 1951.

While many dealers now diversify as a necessity, Ray Shepherd has made the practice work for almost 20 years. He has two separate showrooms connected by a hall. He also uses separate staffs of salesmen but joint F&I and bookkeeping.

He tells you he's never made much money. Somehow you doubt that, but you also feel he could have made more. One thing is sure, most people in a wide area of eastern Kansas/western Missouri think of Ray Shepherd as *the* car dealer. Some families have bought 50 or more cars from him. Some actually just order by phone . . . and don't ask the price. When he tried to discuss price with one long-time customer, the man said, "I know it will cost me less if we don't talk about it."

And that's probably true. Shepherd has an approach to business that is



It's a family affair at Ray Shepherd's dealership. Here Ray goes over the books with his wife, Mary, and son, David.



Shepherd runs used cars through a series of diagnostic tests before putting them out on the lot.



David and Ray Shepherd with a '64 convertible—the same year he started his franchise.

perhaps unique. He figures his profit on the total deal—new-car price and trade-in. If he or his salesman get more for a trade-in than they figure, the customer gets a refund check, and they've been $500 or more. That's the type of personal touch Shepherd feels keeps customers coming back. He used to sell 150 new and used each month, and today that figure is not down by much.

Has he ever made a business mistake? Maybe one. He was offered several foreign lines a few years ago and turned them down. "That was probably a mistake," he says. "There are some people who wear caps and some who wear hats, so we've missed some sales." (But Shepherd probably hasn't missed many. Fort Scott has a foreign car registration of only 8 percent.) And he has not tried to correct the mistake. He feels American makers are coming back strong with their new entries.

Shepherd has done things other dealers are just beginning to do. He has been in the tire business since 1954 and, of course, he has been diversified since 1964.

But even this man is trying some new approaches.

Used cars aren't exactly a new idea, but Shepherd feels increased focus in this area is making a big contribution. "We're doing a lot of buying. We buy factory official vehicles, and from fleet owners, and even off-the-street.

"I'm also the only dealer in 35 or 40 miles that will trade down. Quite a number of owners are in financial difficulties and we'll trade, say, from a '78 model to a '74 so they can pay off their note. This helps them, and we still make a profit. It solidifies a customer. They appreciate it."

Echoing the feeling of all the dealers visited, Shepherd says, "The four traditional profit centers are now seven or eight or more. You not only have new, used, parts and services, but F&I, tires, leasing, rentals and accessories. These areas must be explored and broadened. You must be adaptable."

Common Denominators

All three dealers agree that community service benefits a dealer image. All are heavily involved.

Ray Shepherd has 16 black plastic briefcases stacked on a table in his office, each representing some board or committee on which he serves.

Terry Morrow is a past president and very active in the world's 16th largest Lions Club (yes, in Lufkin, TX).

Bev Machen works with many groups. He says, "Anybody who'll take an active part, they'll line you up pretty quick."

They also agree that the small-town dealer's life is different from their big-city relatives. While emphasizing they do not question the ethics of larger dealers, they say you do have to be extra careful in a small town. "We see these people every day."

Surprisingly, the high technology of today's cars is not a problem with these small dealers. While they feel the days of the shade-tree mechanic and maybe even the independent garage are numbered, they all say a strong service manager and the aids from the manufacturers keep their service departments as good as any.

"I sometimes get on my service manager because he always seems to have somebody off at a school," Machen says. "I tell him he's losing production, but he says it will pay off in the end."

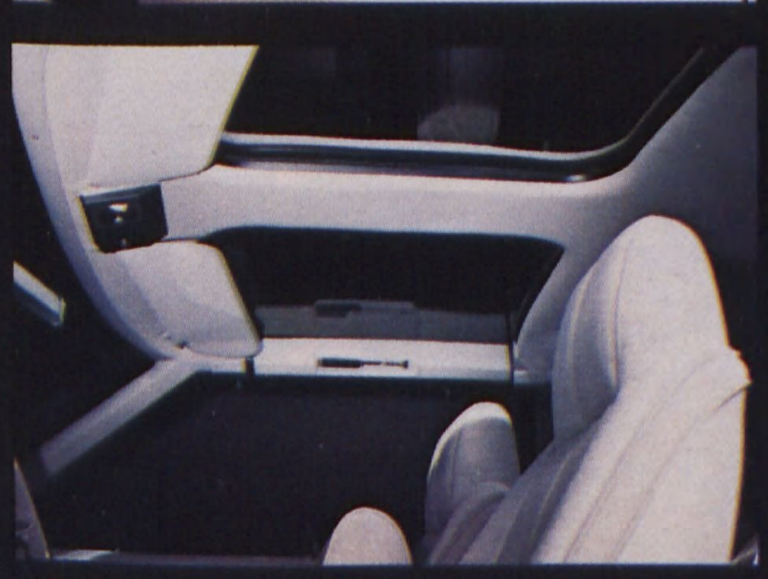
Business in general is paying off for these innovative dealers. They're keeping their heads held high. □

SKYLITE™ T-ROOF

GM DEALERS – COMPARE THESE FACTS AND YOU'LL NEVER ORDER FROM THE FACTORY AGAIN.

	C&C	GM
Fast, 3-day order turnaround that boosts sales.	■	
Increased profit margin due to floor plan cost savings.	■	
Handcrafted installation & service by local, factory-trained professionals.	■	
OEM quality with aftermarket availability.	■	
Glass panels that remove easily with single latch operation.	■	■
Original, glass-to-glass design featuring stamped steel frame.*	■	
Unique water management system.	■	
12 month, 12,000 mile limited warranty.	■	■
Exterior, finished trim moldings.	■	
Meets all applicable Federal Motor Vehicle Safety Standards.	■	■

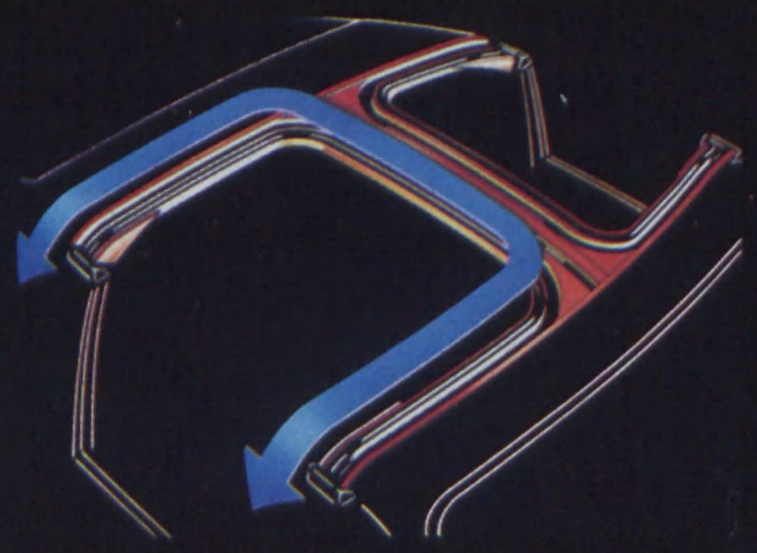




*Patented

APPLICATION	73-76	77	78	79	80	81	82	83
CHEVY CAMARO	■	■	■	■	■	■	■	■
PONTIAC FIREBIRD	■	■	■	■	■	■	■	■
MONTE CARLO			■	■	■	■	■	■
OLDSMOBILE CUTLASS			■	■	■	■	■	■
BUICK REGAL			■	■	■	■	■	■
GRAND PRIX			■	■	■	■	■	■

CALL FOR THE LOCATION OF YOUR NEAREST C&C AUTHORIZED DEALER 1-800/521-9753, IN MI. 313-227-1400



CARS & CONCEPTS
12500 E. GRAND RIVER AVE.
BRIGHTON, MICHIGAN 48116

(For more information circle # 17)

NADA and Las Vegas

a Winning Combination



Without a doubt, it can be said that Las Vegas is a one-of-a-kind city. It's a strange and unique place, which has been called a "Disneyland for adults."

What words can be used to describe Las Vegas? It's a machine in perpetual motion, a circus that never folds its tents, a movie set come to life, a mind-boggling carnival, a dazzling light show, a Broadway show that never closes. It's a city that has to be seen to be believed, this site of the 1983 NADA Convention, and dealers and their families will have the opportunity to come up with their own impressions. But no matter what one thinks of Las Vegas, one thing is for certain—no visitor will come away bored.

But it wasn't always this way. Visitors to Las Vegas today would be hard-pressed to see in it the way it once was—a sleepy little desert town, not unlike the ghost towns that can be found in the desert around Las Vegas today.

The city's beginnings were modest. As a natural oasis, the Las Vegas Valley became a favorite camping site in the 1840s for caravans following the Old Spanish Trail from Santa Fe to California (Las Vegas means "the meadows" in Spanish). The first permanent settlers were Mormons, who established a small settlement and fort in Las Vegas in 1855. They tried missionary work among the local Indians and mining; neither enterprise was a success and by 1857 the outpost was abandoned.

It was not until 1905 that Las Vegas was really born as a city with the coming of the railroad that served the silver mines in the area. But by 1918, mining activity had decreased, part of the railroad track near the city was dismantled, and Las Vegas went back to sleep.

It would not remain in that state for long. The legalization of gambling in 1931 was the catalyst that transformed the town, although it was not until after World War II that Las Vegas really began to boom. Gambling is what turned the town's fortunes around, and gambling fever maintains its grip on the city today.

Gambling & Entertainment

Gambling is, of course, Las Vegas' *raison détre,* and as such can be found wherever you look —there are even slot machines in the airports, supermarkets and gas stations!

No matter what your game is, you'll find it in Las Vegas—blackjack ("21"), roulette, baccarat, keno, poker and even


32
12
24
5
18
34
1
CASINO



Every night along the Strip, dazzling neon signs explode in a rainbow of colors.

bingo. And the big resort hotels offer opulent casinos to let you lose (or win, if you're lucky) in style.

There are two main gambling centers in Las Vegas—the glamorous Strip and the carnival downtown known as "Casino Center." Along the Strip, the leading casinos are in Caesars Palace, the Desert Inn, the Dunes Hotel, the Riviera, the Sahara, the Sands, the Stardust, the Silverbird, the Frontier, the Holiday Inn, the Landmark, the Las Vegas Hilton, the MGM Grand, the Tropicana, Circus Circus, the Hacienda, the Flamingo Hilton, the Maxim, the Marina and the Aladdin.

The outstanding casinos along Fremont Street in the downtown Casino Center area include the Mint, the Fremont, the Four Queens, the Union Plaza, the Holiday International, Binion's Horseshoe and the Golden Nugget.

As for entertainment, visitors can expect the best—Las Vegas isn't called the "Entertainment Capital of the World" for nothing! A wide choice of entertainment is available to the visitor—big name music and comedy stars, Broadway musicals, circus acts and big splashy revues. And instead of big names, many hotel showrooms offer incredible extravaganzas with huge casts and fantastic special effects.

The principal showrooms where visitors can take in these presentations are at Caesars Palace, the Desert Inn, the Dunes Hotel, the Flamingo Hilton, the Frontier, the Las Vegas Hilton, the MGM Grand, the Riviera, the Sahara, the Sands, the Stardust, the Silverbird and the Tropicana along the Strip; downtown in Casino Center the Union Plaza presents dinner theater and Broadway-type musicals.

In addition to these big showrooms, many hotels have smaller lounges that present a continuous stream of entertainment from dusk until dawn.

Other Attractions

But the Las Vegas experience doesn't have to be confined to gambling and shows. Las Vegas is a paradise for those who love sports, with numerous and excellent golf courses, tennis courts and swimming pools. Close to the city are facilities for boating, fishing, horseback riding and skiing (for complete details on these facilities, see the section in this article entitled "Sporting Activities").

Many attractions and adventures await the visitor in the countryside outside the city as well. Las Vegas is located in one of the most scenic and fascinating areas of the west. In addition to

VOLVO'S ADVISORY COUNCIL IS SOMETHING OUR DEALERS CAN BELIEVE IN.

When a dealer is elected to Volvo's Dealer Advisory Council, he's right in the middle of things. Because it's his job to discuss dealer suggestions and problems with Volvo's top management. And vice versa.

This exchange of ideas will continue throughout a council member's two-year term, leading Volvo to an even higher level of customer service. And satisfied customers are one reason Volvo dealers are selling more cars now than ever before.

VOLVO *©1983 Volvo of America Corporation.*



Members of the Volvo Dealer Advisory Council: Don Beyer, Jr., Don Beyer Motors; second row: Stanley Lazarus, Volvoville, U.S.A.; Gale McNulty, McNulty Motors; Michael Herzog, Herzog Motors; third row: John Prevost, Prevost Volvo; Von Kirk, Kirk Volvo; Charles Cunningham, Bates & Cunningham; top row: William Dingman, The Imported Car Store; Marc Gorges, Gorges Brothers Volvo; H. Walker McKevitt, H. Walker McKevitt Co.; Kjell Bergh, Borton Volvo; Not shown Ed Rontell, Rontell's Volvo.

(For more information circle # 61)

the rugged and beautiful desert attractions of the Valley of Fire and Red Rock Canyon, interesting ghost towns, scenic Lake Mead and the magnificent Hoover Dam are also near Las Vegas.

Las Vegas has a great variety of activities and sights. There's something for virtually everyone. To aid in your explorations, Æ has compiled a list of metro attractions, day trips, sporting activities, restaurants and shopping areas. This list is not intended to be all-inclusive but rather a guide to some of Las Vegas' highlights. For every attraction or restaurant listed, there's another gem waiting for you to discover it. After all, isn't that one of the pleasures of visiting a new city?

Metro Attractions

The following list of sights are in the city and can be taken in during convention breaks.

The Strip and Casino Center. In town, the most famous attractions by far are the big resort hotels along the famous Strip and the wall-to-wall casinos in the downtown "Casino Center" along Fremont Street. A nighttime tour of Fremont Street is a must. It's the most brightly lit street in the world and the glittering neon lights must be seen to be believed!

Liberace Museum, 1775 E. Tropicana Ave., 731-1775. Displays memorabilia of the star's career, including classic and customized cars, the world's rarest piano collection and a portion of his million-dollar wardrobe.

University of Nevada—Las Vegas, 4505 Maryland Parkway, 739-3131. The University's **Museum of Natural History** showcases the natural history of the desert area around Las Vegas. **Grant Hall Art Gallery**, also on the campus, features exhibits by professional artists, students and faculty.

Las Vegas Mormon Fort, 908 Las Vegas Blvd. N., 386-6510. This fort, built by Mormon pioneers in 1855, is the oldest building in the state.

Del Webb's Mint Hotel & Casino, 100 E. Fremont St., 385-7440. The tour of this casino area features the Mint's "Eye in the Sky"—1-way surveillance mirrors overlooking live casino action.

Imperial Palace Hotel Casino's Antique and Classic Auto Collection, 3535 Las Vegas Blvd. S. There are more than 300 cars in this rotating collection, 200 of which are on display at any one time. Top attractions are a

Convention Schedule

Friday, February 11

11:30 a.m. to 12:30 p.m.	Early Registration

Saturday, February 12

8:30 a.m. to 5:00 p.m.	Registration
8:30 a.m. to 2:30 p.m.	Life Style Center
8:30 a.m. to 2:45 p.m.	Equipment Exposition
3:00 to 5:00 p.m.	Formal Opening of the Convention Keynote Speaker: Lee Iacocca
6:00 p.m.	Hospitality Functions

Sunday, February 13

9:00 a.m. to 5:00 p.m.	Registration
10:30 to 11:30 a.m.	Non-Denominational Worship Service Guest Speaker: Oral Roberts
11:30 a.m. to 5:00 p.m.	Life Style Center
11:30 a.m. to 5:00 p.m.	Equipment Exposition
1:00 to 2:15 p.m.	Workshops and Make Meetings
1:00 to 4:30 p.m.	Las Vegas Adventure Tour
2:30 to 3:45 p.m.	Workshops and Make Meetings
4:00 to 5:15 p.m.	Workshops and Make Meetings
6:00 p.m.	Hospitality Functions

Monday, February 14

9:00 a.m. to 5:00 p.m.	Registration
9:00 a.m. to 5:00 p.m.	Life Style Center
9:00 a.m. to 5:00 p.m.	Equipment Exposition
9:00 to 10:15 a.m.	Workshops and Make Meetings
10:15 to 11:15 a.m.	Life Style Fashion Show
10:30 to 11:45 a.m.	Workshops and Make Meetings
1:00 to 4:30 p.m.	Las Vegas Adventure Tour
1:30 to 2:45 p.m.	Workshops and Make Meetings
3:00 to 4:15 p.m.	Workshops and Make Meetings
6:00 p.m.	Hospitality Functions

Tuesday, February 15

9:00 a.m. to 12:30 p.m.	Registration
9:00 a.m. to Noon	Equipment Exposition
9:00 a.m. to 10:15 a.m.	Workshops
9:00 a.m. to 12:30 p.m.	Las Vegas Adventure Tour
9:00 a.m. to 1:00 p.m.	Life Style Center
1:30 to 3:00 p.m.	General Session Guest Speakers: Ted Koppel and Dr. Heartsill Wilson
7:00 p.m.	NADA Annual Diamond Dinner and Reception Featuring: Les Brown and His Band of Renown

meticulously restored 1911 Stanley Steamer and a very rare 1908 Holsman.

Day Trips

Las Vegas can be more than just a gambling and entertainment experience. Using the city as a base, visitors can travel out in all directions to see the natural and man-made wonders that abound in the beautiful desert region surrounding the city. One of the more interesting things to notice when you venture outside the city is the contrast: the densely packed hotels and casinos of the city vs. the wild and open desert spaces; the highly populated and noisy city vs. the eerily empty and quiet ghost towns.

Many tours are offered of the nearby sites, or, if you prefer, you can rent a car and head out exploring on your own. Either way, you just can't afford to pass up the opportunity to visit some of the splendors of the American West.

Hoover Dam. By far the most popular sightseeing destination from Las Vegas is Hoover Dam. And it's well worth the trip—you really have to see this structure first-hand to appreciate the full impact of its massive size and understand the effort that went into its construction. The dam, which was completed in 1935, is 727 feet high, which makes it the highest concrete dam in the Western Hemisphere. Guided 1-hour tours take visitors inside the dam to see the inner workings. This "Eighth Engineering Wonder of the World" is the most widely visited reclamation project in the country, having greeted 18 million visitors.

Lake Mead. Hoover Dam backs up this lake, the largest man-made reservoir in the United States. Part of the beautiful Lake Mead Recreation Area, Lake Mead is *the* place in southern Nevada for aquatic recreation. It's perfect for boating, fishing, water skiing and swimming. A cruise on the luxurious yacht "Echo" can be a highlight of your trip to Lake Mead. It takes passengers over the lake to within a few hundred yards of Hoover Dam's concrete upstream face, past famous motion picture locations around the lake's edge and to historic shoreline landmarks seen by early western travelers more than 100 years ago.

Old Vegas. A visit to this full-scale re-creation of a frontier town will be a trip back in time. This town was patterned after the old gold and silver mining camps, with authentic building reproductions. In Old Vegas you may suddenly find yourself in the middle of a shootout or a hanging; to steady your nerves after such an adventure you can pour yourself a drink in the saloon. Other attractions include a working narrow-gauge railroad, museums, shops and entertainment.



One of the greatest pleasures to be found in Las Vegas is its superb cuisine.

Valley of Fire. This state park offers the kind of scenery that looks as if it were transported from another planet and mixed with the remains of ancient Indian civilizations and a mysterious legend or two. The bizarre sandstone formations, carved over eons by the wind, can be viewed in a leisurely drive through the park. Fascinating Indian petroglyphs (ancient writings) can be found etched into the sandstone rock.

Lost City Museum, Overton. Only a few miles beyond the Valley of Fire, this museum contains artifacts from a 1924 excavation of an advanced Indian civilization that flourished more than 1,000 years ago. A reconstructed pueblo structure is a striking feature of the museum.

Red Rock Canyon. This recreation area consists of 62,000 acres of federally owned land. A variety of unusual desert vegetation and wildlife can be found here, including bighorn sheep and wild burros, wind-sculpted sandstone out-croppings and the region's most striking feature, the Red Rock Escarpment—a 3,000-foot amassment of rainbow-colored pinnacles and boulders jutting from the canyon floor. A recently completed road extension with pull-off viewpoints will enhance your trip to this scenic area.

Ghost Towns. The area around Las Vegas was once the location of booming mining towns, now reduced to ruins and shadows of what once was. Be sure to look over your shoulder when poking around for lost treasure! Ghost towns and abandoned minds within an easy drive of Las Vegas include Potosi (25 miles southwest of Las Vegas); Goodsprings (35 miles southwest of Las Vegas); Sandy Valley Area (13 miles west of Goodsprings); Eldorado Canyon (40 miles southwest of Las Vegas); and Searchlight (55 miles south of Las Vegas). A little further afield are Mineral Park, AZ (90 miles from Las Vegas); Calico, CA (160 miles); Goldfield-Tonpah, NV (182 and 206 miles northwest, respectively); Rhyohite, NV (120 miles northwest); Pioche, NV (193 miles northwest); and Delmar, NV (160 miles north).

Grand Canyon. One of the most fascinating and exciting trips you can take out of Las Vegas is a flight over the greatest chasm in the world, the Grand Canyon. Camera buffs will find this a once-in-a-lifetime opportunity. Two different tour flights are available of the Grand Canyon. The first, after flying over the canyon, lands at Grand Canyon Airport, takes you to the luxurious Canyon Squire Inn for lunch and allows ample time on the ground for photo opportunities of the canyon and visits to the shops and museums. The second is a shorter, "air only" tour.

Restaurants

Dining out in Las Vegas often means dinner and a show in one of the big hotel showrooms. But don't stop there. Las Vegas has a wide variety of restaurants to please any taste and budget—ranging from foreign and exotic cuisine to all-American steak and potatoes; from expensive and luxurious to inexpensive and casual. And remember this is Las Vegas—you can find an open restaurant any time of the day or night.

Ah So Japanese Steak Garden, Caesar's Palace, 731-7110. The specialties in this unique restaurant are chicken, lobster and steak, cooked on a tabletop grill. The decorations are in the manner of a lush Japanese tea garden, with water streams, bridges and extensive plantings.

Aku Aku, Stardust Hotel, 732-6111. This beautiful, highly stylized South Seas room specializes in such Polynesian cuisine as chicken almond, teriyaki, curry dishes and "Pu-Pu" appetizers. The large menu includes an

HOW BMW PARTS CAN IMPROVE THE PERFORMANCE OF THIS MACHINE.



BMW's 1981 new-car sales in the U.S. represented an increase of 12.8% over 1980.

In fact, BMW's sales have increased by an average of 16.1% annually since 1974.

Now, if your BMW service business hasn't kept pace, there are certain facts you should consider.

For one thing, most BMW owners are confirmed driving enthusiasts—people who buy a BMW because it generously rewards their enthusiasm. And who are prepared to pay considerable sums of money to maintain that performance.

Also, the BMW owner has invested a great deal of money into purchasing his or her car—more than the annual income of most Americans. Obviously, a most compelling reason for maintaining one's investment.

All of which results in an ever-increasing demand for genuine BMW parts.

Because only genuine BMW parts are built to the same exacting tolerances, and with the same inspired engineering, as the cars they were designed for.

So it stands to reason that a service operation that uses only genuine BMW parts will attract the business of these highly discriminating customers.

Of course, the best place to get genuine BMW parts is at your local BMW dealer—where you can also participate in the Parts Exchange Program.

Through this program, you can exchange a BMW component that needs rebuilding for one that's already been remanufactured—and guaranteed*—by BMW. An arrangement that greatly reduces your downtime, ties up less of your workspace, and allows you to service more cars.

Genuine BMW parts have always been the surest way to preserve the performance of a BMW. But they also happen to be an excellent way to improve the performance of your business.

GENUINE BMW PARTS

*Contact BMW of North America for details. © 1982 BMW of North America, Inc. The BMW trademark and logo are registered.

(For more information circle # 16)



Rising high off the plains of Nevada is the MGM Grand, one of many huge resort hotels on the Strip.

exotic drink list.

Alpine Village Inn, 3003 Paradise Road, 734-6888. Offers Swiss-German food in atmospheric surroundings that include strolling musicians. The Rathskeller provides fun for all, with music and sing-alongs.

Bacchanal, Caesar's Palace, 731-7110. This restaurant features elegant, opulent dining in a Roman atmosphere. Dining is feast-style in the best Roman tradition. The cuisine is Continental; specialties include steak, chops, lobster and home-baked pastries.

Backstage, Union Plaza Hotel, 386-2110. A warm, intimate restaurant featuring American cuisine in a New York atmosphere of Broadway posters, plants and colorful tables. Specialties include sherry-laced black bean soup and center-cut New York Sirloin steak.

Bavarian Inn, Las Vegas Hilton, 732-5111. A favorite among visitors who crave central European food, with accents on German, Austrian and Swiss dishes.

Beef Barron, Flamingo Hilton, 733-3111. This steak and prime rib house is done up in a Western decor with hanging hats, guns and a stagecoach. Specialties include prime rib, barbeque ribs and Chateaubriand.

Benihana Village, Las Vegas Hilton, 732-5111. One of Las Vegas' most spectacular eating and drinking spots, this collection of Japanese restaurants is a reproduction of a Japanese village, with rock formations, streams, a waterfall—and even thunder and lightning and rain! Other entertainment includes an animated "Jambirdee" bird show.

Branding Iron, Frontier Hotel, 734-0110. The decor of this restaurant is suggestive of the early West, with sturdy wooden tables, beamed ceilings and tan leather booths. The specialties include steak, prime rib and stone crab.

Copa Lounge, 44 Convention Center Drive, 735-3553. One of Las Vegas' oldest restaurants, the Copa Lounge serves a variety of Italian dishes as well as charcoal-broiled steak and seafood.

Cosmos Underground, 32 E. Fremont St., 382-0330. This inexpensive downtown restaurant features fine homemade Italian food. The step-down facility has a tree-filled garden decor.

Delmonico, Riviera Hotel, 734-5110. Continental and American cuisine are served in an intimate atmosphere. Specialties include rack of lamb, mahi mahi, Chateaubriand, lobster tails and veal Francaise.

Don Rafel's, Imperial Palace, 731-3311. Diners can relax in this quaint Spanish-Mexican restaurant while enjoying the wide range of popular selections as well as several unusual Latin dishes.

Golden Steer, 308 W. Sahara Ave., 384-4470. One of Las Vegas' oldest restaurants, the Golden Steer is known for its congenial atmosphere and elegant 1890s Western decor. Specialties include steak, prime rib, seafood and, with 24-hour notice, pheasant, chukar, quail, goose, lamb and suckling pig.

House of Lords, Sahara Hotel, 737-2111. This restaurant, decorated in red and black with such English motifs as colorful wall shields, features Continental and American cuisine. Specialties include lamb chops, frog legs, lobster and veal dishes.

Le Gourmet, Tropicana Hotel, 739-2440. The haute cuisine and elegant French setting combine to make a special dining experience. The candlelit restaurant, which overlooks the hotel's formal gardens and fountains, features the finest in French cuisine.

Lord Bryon, Tropicana Hotel, 739-2222. An English pub atmosphere is the setting for an evening of fine English food. The restaurant specializes in filet of sole, braised short ribs, prime ribs and, for dessert, trifle.

Palace Court, Caesar's Palace, 731-7110. French gourmet dishes are the specialty of this elegant restaurant. The stately atmosphere is enhanced by trees, chandeliers and crystal in a sumptuous garden setting.

Ristorante Italiano, Riviera Hotel, 7345-5110. The decor of this restaurant resembles the roof-top dining gardens characteristic of Venice. The menu features both northern and southern Italian specialties.

Spanish Steps, Caesar's Palace, 731-7110. A wide variety of authentic and exotic Spanish dishes can be found in this beautiful room.

Sultan's Table, Dunes Hotel, 737-4110. Sumptuous surroundings with an Oriental and Turkish theme are the backdrop for the excellent French food of this elegant restaurant. Specialties include rack of lamb, veal Oscar, Chateaubriand and crepes Sarcie.

Top O' the Dunes, Dunes Hotel & Country Club, 737-4110.Gourmet dining is enhanced by the breathtaking view of the Strip in this restaurant on the 24th floor of the hotel.

Top of the Mint, Mint Hotel, 385-7440. This restaurant, the most elegant

Breaking the



Well, you lived to see the day.

There is now an in-house computer, designed and fully programmed for the automotive dealer, that actually costs less than $1,000 a month.

Not just a little bit less. A whole *lot* less.

It's called the ADP MICRO 1000. And it shatters the $1,000 mark so badly, no other system can match it.

In fact, we'll make you a deal. If anyone sells you a comparable system for the same amount of money, we'll pick up the payment for an entire month.*

We're not even remotely worried. Because not only is the price hard to beat, wait until you see this computer perform. It blows everything else right off the road.

The reason is simple. The MICRO 1000 operates on the same principles as our most expensive in-house system.

It too is a real-time, virtual memory, interactive data based management system. That's a mouthful. But it means all information in the system is kept current. Because when one department makes an entry, other departments are automatically updated. And there's no waiting. Everyone can use the system at the same time. Access the routines and get the reports they need, the minute they need them. And more accurate reports, as well, since all data is edited on entry.

Best of all, it's easy to operate. The MICRO 1000 speaks and prompts in English.

Not only will it help your dealership grow, it will grow right along with you. It's an upgradeable system that lets you add terminals, increase disk capacity and memory.

Suffice it to say, this is the most technically advanced hardware ever made for a small dealership.

But that alone is no reason to buy it. What really matters is what we put into the computer. The *software.* And, modesty aside, that's one area where ADP con-

Price Barrier.



tinues to be the unquestioned leader.

Well, get ready for another shock. Because we've just come out with a whole new improved line of software programs, called Onsite Plus. They are even more sophisticated. More flexible. And will be totally compatible with our existing Onsite equipment.

With the MICRO 1000, you can start with a single application, like Parts Inventory. Then add others when you need them: Parts Invoicing, Accounting and Payroll. Even factory-dealer communications.

Here again, you'll be running precisely the same routines and reports that you would if you had purchased our most expensive in-house computer.

And if, by chance, those reports don't fit your needs, exactly, you can easily generate your own.

The only way to appreciate what the MICRO 1000 can do, however, is to pick up the phone and ask for a demonstration.

Call toll free: (800) 547-8670. In Oregon: (503) 238-7272. In Canada, call collect: (416) 752-6478.

It is for those who never really needed, and never really wanted, the biggest computer system in the world.

It is for those who knew, if they just waited, they could have the best.

The ADP MICRO 1000.

ADP The computing company.®

ADP Dealer Services, Inc.
920 E. Algonquin Road, Chicago, Illinois 60195.

See the ADP MICRO 1000 in Las Vegas at NADA. Booth 865.

*Restrictions apply. This offer is open only to vehicle and equipment dealerships and is valid only if an application form is properly completed and submitted by March 31, 1983. Void where prohibited. Offer subject to change without notice. Write to ADP for complete details and application form.

in downtown Las Vegas, offers a stunning panoramic view of the entire city. Steak and seafood are the specialties of the house.

Sporting Activities

Las Vegas has almost as many sporting opportunities as it has gambling casinos. The sunny, dry weather has made the city a mecca for swimmers (most of the big hotels have pools), golfers and tennis players. And within a short drive from the city sporting enthusiasts can indulge in boating, fishing, horseback riding and even skiing.

Golf Courses

Black Mountain Country Club, 501 Country Club Dr., Henderson, 565-7933. Par 72, men—6,397 yds.; women—5,666 yds.

Craig Ranch Country Club, 628 W. Craig Rd., North Las Vegas, 642-9700. Par 70, men—6,001 yds.; women—5,221 yds. Pro: Sam Camerano.

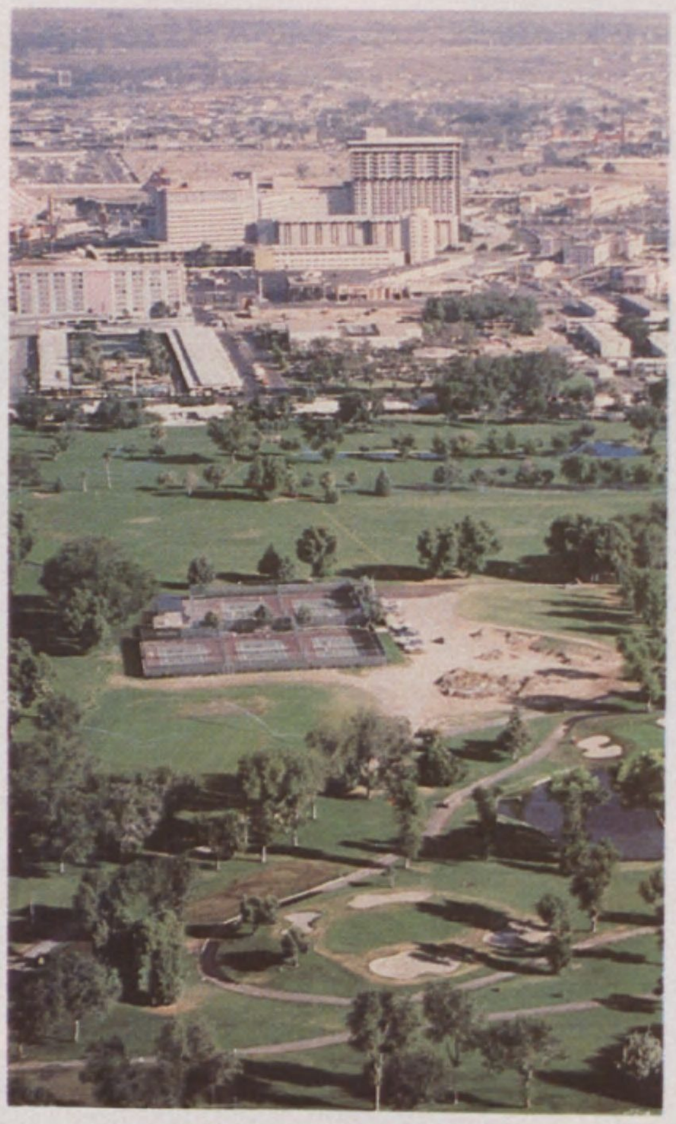
Desert Inn Country Club, 733-4288. Par 72, championship—7,018 yds.; men—6,508 yds.; women—5,754 yds. Pros: Jerry Holley and Preston Young.

Dunes Country Club, 737-4747. Par 72, championship—7,240 yds; men—6,571 yds.; women—5,982 yds. Pro: Don Welch.

Las Vegas Country Club (private), 3000 Joe W. Brown Dr., 734-1122. Par 72, championship—7,162 yds.; men—6,730 yds.; women—5,802 yds. Pro: Bill Farkas. Guests must be accompanied by a member; there are limited privileges available through casino executives at the Las Vegas Hilton.

Las Vegas Golf Club, 4349 Vegas Dr., 646-3003. Par 72, men—6,607 yds.; women—5,686 yds. Managing pro: Ron Fogler; teaching pro: Jerry Belt.

Paradise Valley Country Club, 1 Paradise Valley Country Club Dr., Henderson, 451-2106. Par 72, championship—7,000 yds.; men—6,500 yds.; women—5,792 yds. Pro: Joe Kelly.



Las Vegas offers far more than indoor activities. In the area there are 14 championship golf courses, 15 indoor and outdoor tennis facilities, as well as swimming, fishing and boating.

Sahara Country Club, 1911 E. Desert Inn Rd., 737-2866. Par 71, championship—6,815 yds.; men—6,418 yds.; women—5,761 yds. Pro: John Ramsey.

Tropicana Country Club, 66 East Tropicana Ave., 739-2579. Par 70, championship—6,647 yds.; men—6,427 yds.; women—5,697 yds. Pro: Tim Webster.

Winterwood Golf Club, East Sahara Ave. and Winterwood Blvd., 452-8314. Par 71, championship—6,507 yds.; men—6,142 yds.; women—5,422 yds. Pro: Joe Lepire.

Tennis/Raquetball Facilities

Aladdin Hotel, 736-0330. Three outdoor, lighted courts. Pro: Chip Gutzwa.

Caesar's Palace, 735-6797. Eight outdoor courts; two lighted. Pro: Pancho Gonzalez; assistant pro: Rita Agassi.

Cambridge Towers Racquet Club, 3890 Swenson Ave., 735-8153. Ten indoor, four outdoor lighted tennis courts; three racquetball courts. Pros: Janice Rapp and B. J. Richard.

Desert Inn Country Club, 733-4284. Five outdoor lighted courts. Pro: Marty Hennessy.



It takes a facility the size of the Las Vegas Convention Center to house a convention as large as NADA's. In the Center, more than 200 exhibitors will display their wares.

Dunes Hotel, 737-4493 or 737-4494. Five outdoor courts, two lighted. Pro: Doug Dean.

Imperial Palace Hotel, 731-3311. Two outdoor lighted courts. Pros: Jay Livas and Jim Prisock.

Frontier Hotel Tennis Club, 734-0110. Four outdoor lighted courts. Pro: Phil Gunning.

Hacienda Hotel, 739-8911. Six outdoor courts, two lighted. Pro: Lou Petro.

Las Vegas Country Club (private), 3000 Joe W. Brown Dr., 734-1122. Two indoor, six outdoor courts, five lighted. Pro: Herb Rapp. Guests must be accompanied by a member.

Las Vegas Hilton, 732-5111. Six outdoor courts, four lighted. Pro: Ann Rockwell.

Las Vegas Racquet Club, 9001 Industrial Rd., 361-2202. Six outdoor courts, five lighted. Pro: John Miller.

Las Vegas Racquetball Club, 1071 E. Sahara Ave., 733-1919. Twelve racquetball and handball courts. Pro: Ray Anderson.

MGM Grand Hotel, 739-4111. Ten outdoor courts, four lighted. Pro: Lornie Kuhle.

Riviera Hotel, 739-5110. Two outdoor courts. Pro: Mike Kuhle.

Sands Hotel, 733-5341. Six outdoor lighted courts. Pro: George MacCall.

The Sporting House, 3025 Industrial Rd., 733-8999. Twenty-one indoor racquetball courts, two squash courts and two tennis courts. Pros: Shannon Wright and Bill Manina.

Tropicana Hotel Racquet Club, 739-2439. Eight indoor, two outdoor

Unmatched Protection & Profits!

When you sell a Duraliner your customer is buying the most advanced troublefree truckbed protection in the world . . .and it's guaranteed! Whats more, we'll support your sales effort with our "5 STAR" SALES SUPPORT PROGRAM. It's a tested & proven merchandising formula designed to bring people into your dealership—and to generate sales once they're there.

Duraliner! Tough truckbed protection you and your customers can trust—plus a proven "5 STAR" program for profits. No wonder we're #1. To learn more, call or write Durakon, Inc.

See us at Booth # 1376 & 1428 NADA Convention

DURALINER®
manufactured by
DURAKON INC



Patent # 4,341,412

Durakon Inc. (313) 695-3500
P.O. Box 694, Dept. AE. Grand Blanc. MI 48439

NAME _____
ADDRESS _____ STATE _____ ZIP _____
CITY _____ PHONE _____
Send Literature ☐
Contact Me ☐

courts. Pro: Robert Berg.

Boating/Fishing

Lake Mead, Lake Mead National Recreation Area. Lake Mead is one of the top bass fisheries in the country; rainbow trout, crappie, bluegill, striped bass, catfish and silver salmon are taken. There is no closed season. There are several major marinas and free launching sites.

Horseback Riding

Bonnie Springs Ranch in Blue Diamond, just west of Las Vegas.

Day Dream Guest Ranch in Las Vegas (2465 Warm Springs Rd.).

Skiing

Lee Canyon Ski Area, Mt. Charleston (35 miles west of Las Vegas). Facilities: 1 chairlift, 1 T-bar, 1 tow rope. Slopes for expert, intermediate and beginning skiers. Ski instruction and equipment rental are available.

Shopping

Most of the big resort hotels, cities in themselves, offer luxurious stores within their complexes, where shoppers can find clothes, jewelry and gifts without ever leaving their hotels. Las Vegas also has two big shopping centers:

The Boulevard Shopping Center, 3528 W. Maryland Parkway. This air-conditioned, enclosed mall has an assortment of stores and restaurants.

The Meadows Shopping Center, 4300 Meadows Lane. This 2-story mall, enclosed and air-conditioned, has 130 stores in all, including four major department stores.

Life Style Center

This year's Life Style Center program has been designed with fun and relaxation in mind. When you need a break from the busy convention schedule, the Life Style Center can offer you a chance to unwind and, maybe, acquire a new skill. Each activity is scheduled for several sessions, to allow you stop in at your convenience.

There will be three opportunities to go on the **Las Vegas Adventure Tour**, which will feature a stop at an old-fashioned general store, a visit to the Ethel M Chocolate Factory (with samples!), a shoot out at Old Vegas (a re-created frontier town) and a tour of Elvis Presley's Las Vegas home.

A unique **fashion show** with a nautical theme promises to be a highlight of the Life Style Center program. This hour-long extravaganza, featuring music and dancing, will take place Monday, February 14 at 10:15 a.m. As an added bonus, hundreds of dollars in door prizes will be given away.

The No. 1 attraction at the Life Style Center will be the **Conni Gordon Paint Party**, back by popular demand. Each of the eight sessions will feature a different subject. Participants will follow a 4-step method to a finished oil painting in one hour. Best of all, no artistic background is required. Anyone can join in and walk away with a masterpiece!

Seven sessions of "**Your Color Personality**" will be offered in which individuals will learn their best colors. Everyone has their own color ranges that enhance them best, and these sessions will show participants how to select these colors in makeup and dress.

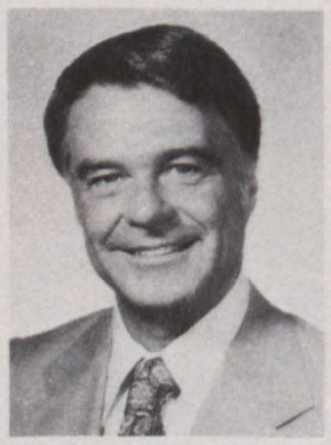
The technique of **acupressure** will be demonstrated in seven separate sessions. The relaxation and tension-relieving method will be of great benefit to anyone engaged in the stressful business world!

To help you get more out of your stay in Las Vegas there will be two sessions of the "**Insiders' Guide to Las Vegas**," based on the book of that same name. Topics covered will be the "in" places in town, the best restaurants, where and how to get tickets to the big shows, and much more.

In the "**Exercise Corral**," the lead dancer of the Frontier Hotel will lead figure-conscious individuals (and who isn't these days!) through the typical warm-up exercises of the Las Vegas showgirl. ARA/Motorola, an exhibitor at the Convention, will be donating exercise suits for all "Corral" participants.

In addition to these events, the Life Style Center will include many extras such as fortune tellers, hair dressers, manicurists and a sarsaparilla bar for relaxation. □

OFFICE OF THE MAYOR
WILLIAM H. BRIARE



"TO ALL IN ATTENDANCE"
NATIONAL AUTOMOBILE DEALERS ASSOCIATION
LAS VEGAS, NEVADA - 1983

Dear NADA Delegates:

It is with great pleasure that I have this opportunity to welcome you to Las Vegas during your annual convention.

Las Vegas has been described as one of the "most exciting" cities in the world and we, the citizens of Las Vegas, pride ourselves on having some of the best and most interesting convention, recreational and entertainment facilities in the Southwest.

We are proud of our city, and we are proud of the role conventions and meetings, such as yours, have played in our phenomenal development.

Best wishes for a successful gathering.

Sincerely,

William H. Briare

William H. Briare

WHB:bas

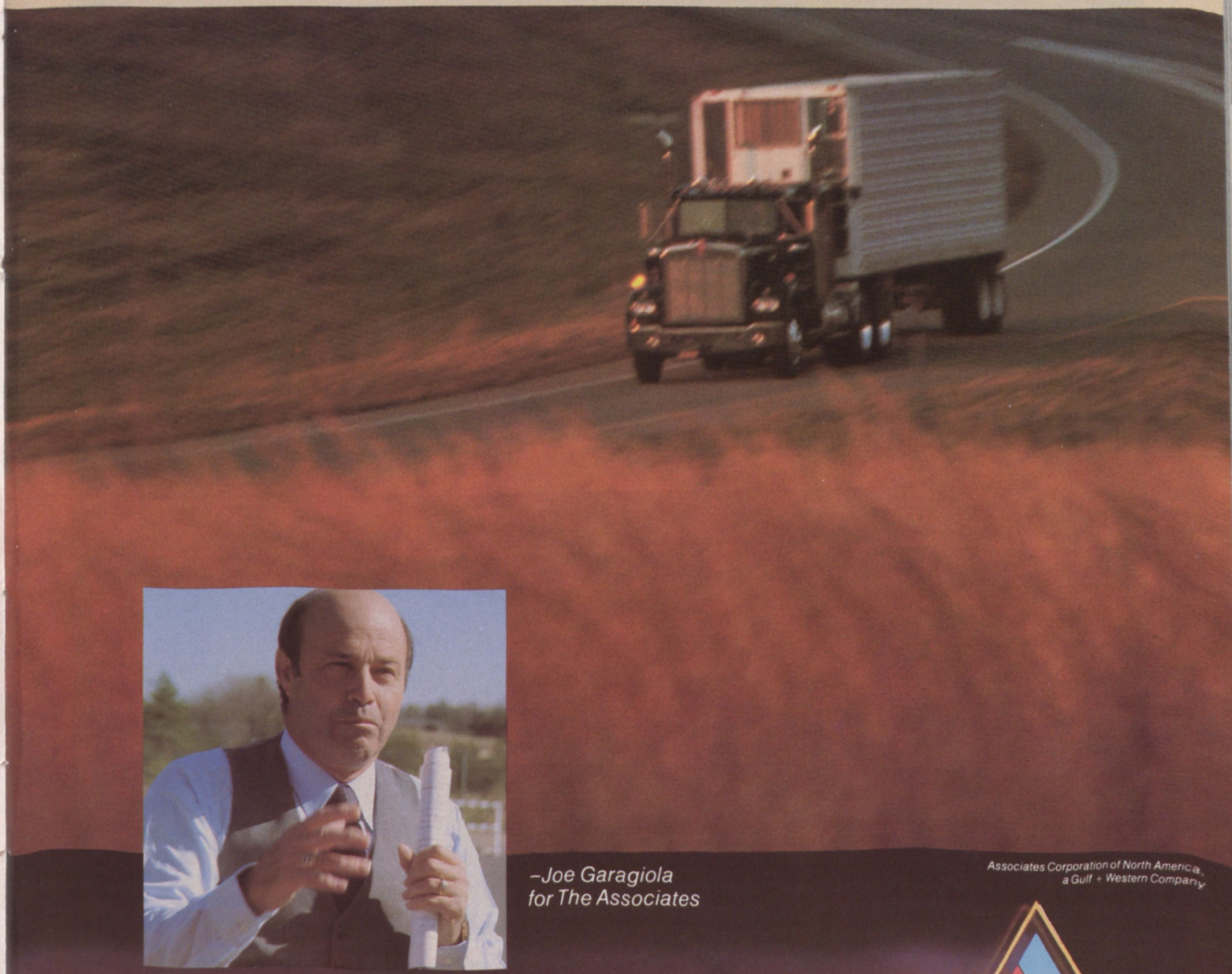
"The Associates. And we mean every word of it."

Very simply, The Associates can be just that... a productive contributor to your business and sales team.

Our 60 plus years of service to the heavy-duty truck and trailer industry make us an unmatched resource for you. Not just in terms of financing, but also in terms of expertise in many aspects of your day-to-day business.

To put it another way, there are plenty of places you can go for financing. There's only one place you can also go for an associate. The Associates.

(For more information circle # 7)



–Joe Garagiola for The Associates

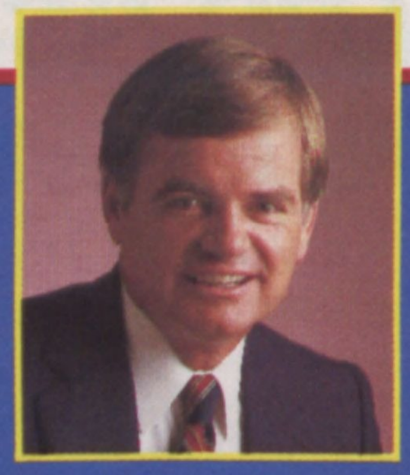
Associates Corporation of North America, a Gulf + Western Company

A driving force in American industry.

THE ASSOCIATES

Associates Commercial Corporation Truck/Trailer Financing & Leasing *55 East Monroe Street, Chicago, IL 60603*
Call toll-free 800-621-5226 In Illinois, call collect (312) 781-5800 40 offices to serve the transportation industry.

GENERAL WARRANTY
CORPORATION



Jerry Farrar, President



We're Training

At General Warranty, people deliver results. But only when they're trained for success. That's why we created the most advanced training program in the industry.

We started with our staff and general agents. Each one's a skilled professional. In your dealership, we build profits by building your people. We install our program. It's easy to understand. Simple to work. And State of the Art Profit Engineering℠ delivers 100% Profit Performance.℠

We train your business manager, F&I manager, and especially your service manager. Service department sales are an efficient source of increased profits. In selected areas, we're creating extra profits through "telemarketing" programs directed at key prospects.



Remember, at General Warranty, service contracts are our only business. We're the professionals.

Call us toll free at:
(800) 423-6381; in California
(800) 432-3127; in Los Angeles
(213) 821-0996. Offices in Los Angeles, California and Washington D.C.

GENERAL WARRANTY
CORPORATION

We Set the Standards.

(For more information circle # 32)

Secrets For Taking Money Out Of Your Business

Taking money from a closely held corporation can vary between a painless or disastrous process. Clients and readers alike often ask for some sort of checklist which rates the tax results of various withdrawal options. Here are the main ways to withdraw money from a closely held corporation (they range from the best method to the least desirable):

1) Payments deductible by the corporation which are tax-free to the shareholders and provide a current benefit. These include: (a) Fringe benefits, such as medical and legal reimbursement plans, travel and entertainment expense reimbursements and tuition assistance programs; and (b) pension and profit-sharing plans (to the extent the participant/owner/shareholder can borrow from the qualified plan). In general, the law limits participant loans to the greater of $10,000 or half of the participant's vested benefit (but not more than $50,000).

2) Payments deductible by the corporation, and taxed to the shareholder, but which provide a current benefit, i.e., salaries and bonuses.

3) Payments deductible by the corporation, but not taxable to the shareholder until received. Most pension and profit-sharing plans fit in this category (assuming no amounts are borrowed from the plans).

4) Nondeductible payments by the corporation, which result in current benefits to the shareholders that do not have to be repaid, and yield tax-free money and capital gains (or losses). This is the world of stock redemptions: the corporation buys back some of its stock from the shareholders.

5) Payments, which are nondeductible by the corporation and nontaxable to the shareholders, but which must be repaid. This category includes loans (usually, interest-free) from the corporation to the shareholders.

6) Payments, which are nondeductible by the corporation and fully taxable to the shareholder, that provide a current benefit. Such payments are called "dividends." (Use only if all other methods fail.)

These rankings are suggestive only and must be adapted to unique circumstances. Non-tax considerations should, of course, be considered, too. But remember this: No matter how you juggle the list, dividends always come up last! ■

The Real Story in Tax Payments

Last year, *The Attorney-CPA* carried an article with some devastating tax data accumulated by the Tax Foundation in Washington, DC. According to the article, in 1980, the top 50 percent of earners in this country paid 94 percent of all federal income taxes, up from 92.9 percent in 1975.

About nine million taxpayers are in the top 10 percent income bracket. This group coughed up more than half of the 1980 income tax bill for individuals. Put another way, individuals earning $34,103 or more in 1980 paid the IRS 51.8 percent of all personal income taxes. This group's average tax bill was $13,748, up a whopping 87 percent over 1975.

These figures tell it like it is—the worker who makes it in this country bears the brunt of the tax burden. ■

IRA Questions and Answers

If you can afford to make the annual contribution, few after-tax deals match the down-the-road economic results of an IRA. But many people still don't understand how IRAs work. Here are the questions we hear most: (1) Who can give birth to an IRA? (2) How much can you contribute each year? and (3) When must your contribution be made? This article answers these questions.

Any employee or self-employed individual under the age of 70½ who receives compensation (includable in gross income) may establish an IRA and deduct contributions to it. Even if an employee is covered under an employer's qualified plan, the full benefits of an IRA are still available. A self-employed individual can enjoy the benefits of a Keogh plan for his self-employment income and contribute to an IRA, too.

IRAs are only for people who earn compensation, however. You cannot contribute to an IRA if all your income comes from passive sources such as interest, dividends and rents. Nor can you contribute to an existing IRA in a year in which you earned no compensation, but you may continue to manage, and reinvest, your IRA as you see fit.

You can contribute up to 100 percent of your earnings, but not more than $2,000 a year if you are single. You may contribute less; you cannot contribute more without incurring penalties. If you are married, the limitation is $2,250 and must be divided into two separate IRAs—one for you and one for your spouse. You can divide the $2,250 up any way you like as long as no more than $2,000 is put into either of the separate IRAs. If your spouse works, you can contribute $2,000 each to an IRA.

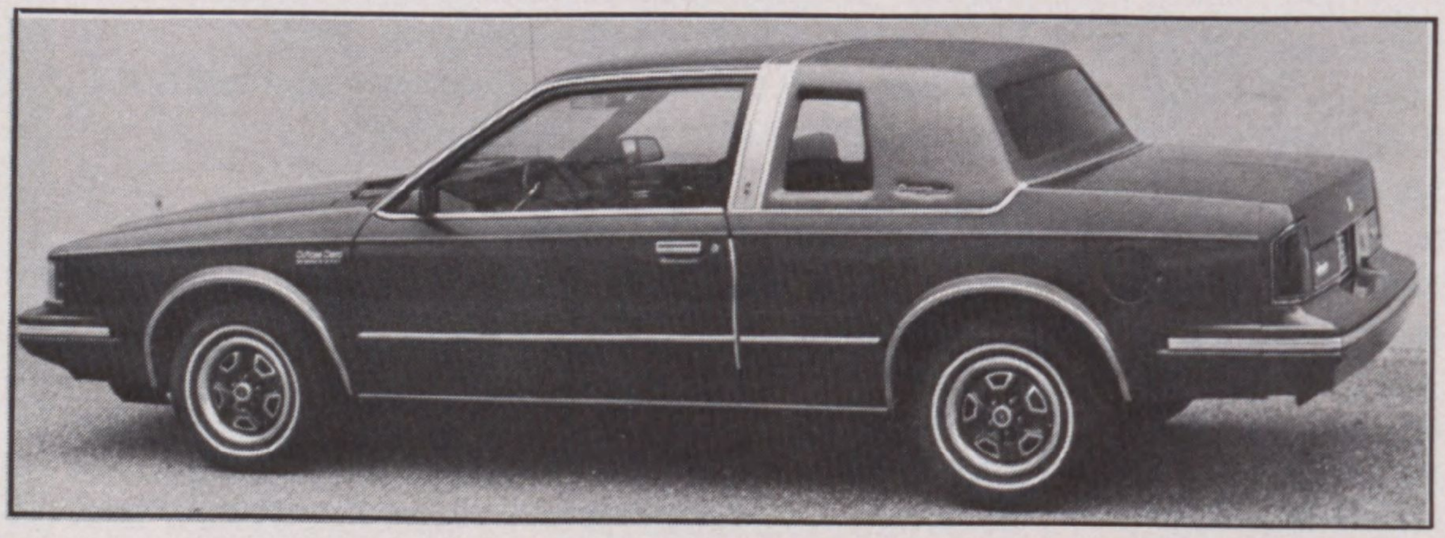
You can put the entire $2,000 (or $2,250 if married) into your IRA as early as the first day of your taxable year. So, for 1983, you can begin accumulating earnings immediately. Whether you have yet earned the $2,000 is immaterial. You can deposit any amount in your IRA at any time (some institutions will accept as little as $10 at a time).

For a contribution to be deductible for 1982, IRA payments must be made no later than the due date, including extensions, for your tax return. That means you can deduct an expense on your 1982 tax return that is not actually paid until August, 1983. Simply file Form 4868 on or before April 15, 1983 and obtain an automatic extension to August 15. □

This column is prepared as an automotive exclusive for Æ by Irving Blackman, certified public accountant and attorney. All comments or questions pertaining to this column should be mailed to: **Blackman, Kallick & Co., 180 N. LaSalle St., Chicago, IL 60601.**

E&G CLASSICS™, INC.

There is a Difference!



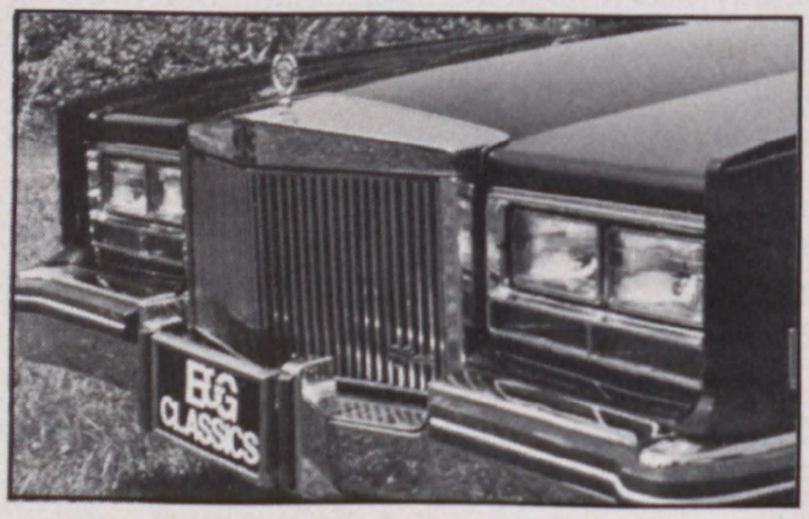
New "Designer Classic" Single Window Roof Package for GM "A" Bodies.

Our Simulated Convertible Adds A "Sporty" Elegance To The Seville.





Our Very Popular Lincoln Simulated Covertible.



This Eldorado Features Our Handsome New Classic "Low Profile" Grille.

IN

AVAILABILITY, QUALITY AND SERVICE

E&G CLASSICS™, INC.

8909 McGaw Court • Columbia, Maryland 21045

Call For The Distributor Nearest You 800-638-7815

See You At The NADA Show Booths 1402 & 1404

(For more information circle # 24)

Legal Briefs

New Jersey supplements Franchise Practices Act

New Jersey recently enacted a measure to prohibit the establishment or relocation of an automobile franchise within the market area of existing franchises of the same line when the action would be injurous to existing dealers. A 90-day written notice is now required by a franchisor intending to establish or relocate a franchise within eight miles of any existing franchise. If there is no existing franchise within eight miles, any franchisee within 14 miles must be notified.

The new law also created a committee to resolve disputes arising from existing automobile franchises when dealerships are established or relocated in their market area. ■

Franchisor not liable for failure to terminate franchise

The U.S. Court of Appeals in New York City recently overturned an earlier district court ruling that held a franchisor liable for failure to terminate a dealer's unstable franchise prior to its going out of business.

The district court's decision last January received widespread notice due to its direct bearing on virtually every automobile manufacturer and distributor and their supervision of dealer franchises. The dealer won in district court when the court ruled in favor of a retail customer who sued to recover the purchase price of a vehicle paid in full to the dealer who then failed to deliver the vehicle and went out of business. At that time, the court held that the importer's failure to supervise the operation and terminate the franchise before it went out of business caused the consumer's injury.

When the case was appealed, however, the court held that the franchisor could not be held liable for the dealer's action, because the dealer's poor financial condition was no indication that criminal conduct was forthcoming. (*Cullen vs. BMW*, CA 2, No. 82-7118, October 13, 1982) ■

A manufacturer may require a dealer to sell from an approved location

After 17 years of litigation, the case *Continental TV vs. GTE Sylvania* (Case No. 79-4131, September 28, 1982) has finally settled the issue of the legality of a nonprice sales restriction. The U.S. Court of Appeals for the Ninth Circuit ruled that a manufacturer may impose "reasonable" nonprice restraints on dealers.

In this case, a TV dealer (Continental) sued its manufacturer (Sylvania) over a termination allegedly caused by the loss of its credit line and a dispute over whether the manufacturer could restrict the dealer's sales location.

For a time, the dealer was the only approved dealer for Sylvania televisions in San Francisco. Sylvania then authorized a second dealer within one mile of the first dealer's stores. After this action the original dealer, Continental, attempted to sell Sylvania televisions from an unapproved location in Sacramento. Both parties went to court.

At one point in the lengthy review process, the Continental TV case was examined by the U.S. Supreme Court. The Supreme Court considered this case against the backdrop of its own prior landmark decision, *United States vs. Arnold Schwinn*. The Schwinn case held that a decision to restrict the location of a retailer's outlet was an inherent violation of antitrust laws. In its review of the Continental case, however, the Supreme Court overruled that decision to distinguish between price and nonprice restrictions. It ruled that a nonprice restriction is not an inherent violation, and should be tested by the "rule of reason."

When the case was sent back, the district court ruled in favor of the manufacturer on the basis that its location restriction *was* reasonable. This ruling was recently affirmed by the U.S. Court of Appeals. ■

OSHA exempts automotive dealers from certain paperwork burdens

The Occupational Safety and Health Administration (OSHA) recently published a final rule exempting automotive dealers from certain requirements for recording and reporting occupational injuries and illnesses.

Effective January 1, 1983, automotive dealers will no longer be required to:

- Maintain, retain and provide access to the log and summary of occupational injuries and illnesses.
- Maintain, retain and make available for inspection the supplementary record of occupational injuries and illnesses.
- Post the annual summary of occupational injuries and illnesses for each establishment.

Automotive dealers are, however, still subject to the current requirements for reporting fatalities and multiple hospitalization accidents. Dealers must also maintain a log of occupational injuries and illnesses if they have been selected to participate in a statistical survey of occupational injuries and illnesses. □

This column is prepared by the Legal Group of the National Automobile Dealers Association. Because this column is national in scope, the discussion of cases and legal problems is necessarily limited and general. When specific legal questions arise, you should consult a competent attorney in your state. For further information or questions concerning the items appearing in this column, write: **Legal Briefs, NADA Legal Group, 8400 Westpark Drive, McLean, VA 22102.**

NADA and the 98th Congress

Members of the 98th Congress were sworn into office January 3. The composition of the House of Representatives will be significantly different from that which supported much of President Reagan's program during the 97th Congress. Democrats picked up 26 seats in the House, giving them a 268 to 165 advantage (with two vacancies) over Republicans. The Senate, however, remains essentially the same. Republicans outnumber Democrats 54 to 46.

The commerce committees of the Congress, which NADA deals with most frequently, will have a number of new faces. The House Energy and Commerce Committee has eight new members out of a total of 42. The Senate Commerce Committee replaces only two of its 17 members.

The agenda for the first session of the 98th Congress will include activity on the budget, unemployment and Social Security. Beyond these subjects, it is difficult to predict with any degree of precision exactly what Congress will address.

However, because the following key issues were not resolved during the 97th Congress, it can reasonably be anticipated that they also will be addressed during the upcoming sessions.

Clean Air Act

After nearly two years of consideration and debate, Congress failed to reauthorize the Clean Air Act.

During the 97th Congress, a bill was passed by the Senate Environment and Public Works Committee by a 15-1 vote but was never considered by the full Senate. On the House side, the Energy and Commerce Committee closed its work in the 97th Congress in a deadlock and failed to pass a bill.

Because the Clean Air Act is a highly controversial law, pitting various industry concerns against most environmental groups, the reauthorization process during the 98th Congress will be extremely difficult.

Local Content

During the lame-duck session, the House passed by a 215-188 vote a "domestic content" bill, H.R. 5133, requiring automobile manufacturers to ensure that a fixed percentage of a car's content (parts and labor) be produced in this country. The specific percentage of domestic content required of a manufacturer would be determined by the number of cars sold in the U.S.

In the Senate, hearings on the bill were held late in the lame-duck session, but no bill was reported from committee to the Senate floor.

NADA opposed H.R. 5133 because it would result in substantially higher domestic car prices and a severely restricted imported car market. The UAW views this bill as a top legislative issue and will probably push hard for its enactment during the 98th Congress.

Resource Conservation and Recovery Act (RCRA)

RCRA is the principal law governing the management and disposal of hazardous wastes. On September 8, 1982, the House passed a bill, H.R. 6307, reauthorizing the act. Included in the bill was a provision that directed EPA to promulgate regulations for generators of hazardous waste of between 100 and 1,000 kilograms per month. Currently, there is a 1,000 kilogram per month EPA exemption for small generators of hazardous waste (a category most dealers fall into).

NADA opposed the elimination of the exemption for small generators until a definitive study is undertaken by EPA.

The bill died during the lame-duck session in the Senate Environment and Public Works Committee when no agreement could be reached on the contents of a bill. NADA is currently working to devise language that would be more acceptable to dealers as small businessmen.

Bankruptcy Reform

On June 28, 1982, the Supreme Court declared unconstitutional the bankruptcy court provisions of a 1978 bankruptcy reform law and gave Congress until October 4 to revise the system. When Congress failed to meet this deadline, it was extended once again by the court, to December 24, 1982. However, not even this further extension was enough, and Congress failed to pass a bill during the lame-duck session. A request to further extend the deadline was rejected by the court.

Because Congress failed to enact a new bankruptcy law, an interim rule governing bankruptcy cases was written by the U.S. Judicial Conference and put into effect December 27.

House and Senate leaders have indicated that bankruptcy reform will be a priority issue during the 98th Congress. □

This column is prepared exclusively for Æ by the Legislative Division of the National Automobile Dealers Association. All comments or questions pertaining to this column should be mailed to: **On The Hill, automotive executive magazine, 8400 Westpark Dr., McLean, VA 22102.**

The Elegance of Genuine Leather
. . . completes your car



- Durable
- Comfortable
- Practical

For pride of ownership

Give your customers a valued option -- the feel and excellence of leather. Genuine leather upholstery provides an aura of quality that cannot be matched by any other material. Sell quality, beauty and comfort while increasing your profit.

Only genuine leather wears as well as it looks.

AUTOLEATHER GUILD
2501 M Street N.W.
Washington, D.C. 20037

(For more information circle # 10)

We've Been Committed.

A lot of people thought we were out of our minds when we decided to enter Isuzu into the American marketplace. Competing against Detroit, strict quotas, and a depressed economy, not to mention an army of other highly successful imports seemed like absolute insanity.

But we soon proved there was a method to this so-called madness. During our first year in America, Isuzu sold more cars and trucks than any other importer sold during their first year in the U.S. market. And despite the worsening economic conditions of last year, Isuzu went on to outperform all other importers' second year sales records as well. Not simply because we delivered outstanding cars and trucks, but because of the undying support and hard work of our dealers. Local businessmen who committed time, money and facilities to a company they believed in.

And in return, Isuzu pledges the following to those dealers:

A commitment to deliver the best product possible through modern engineering, innovation and company reliability.

A commitment to continue training dealers in the newest service techniques and making quality parts available as fast as possible.

A commitment to produce the advertising and sales promotions that will bring in new business.

We're calling it 'Commitment '83'. Working with you to make 1983 our best year yet, is what it's all about.

ISUZU

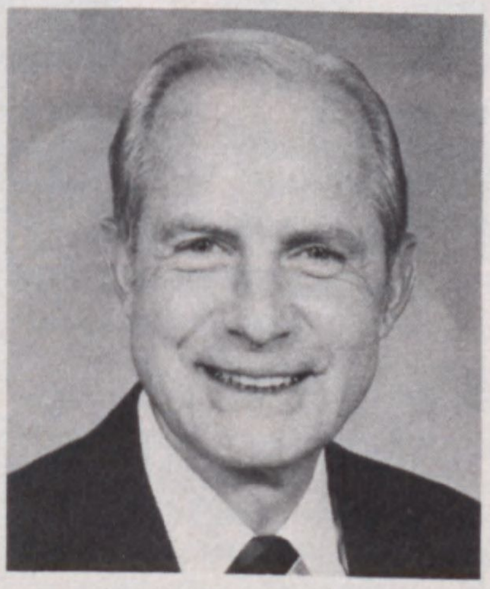
(For more information circle # 71)

Who's Who

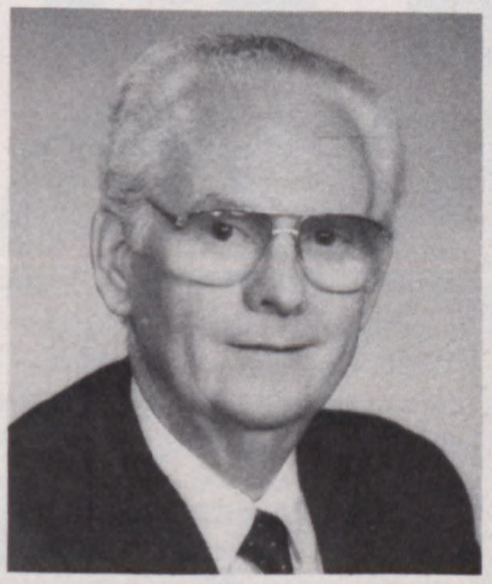
NADA OFFICERS



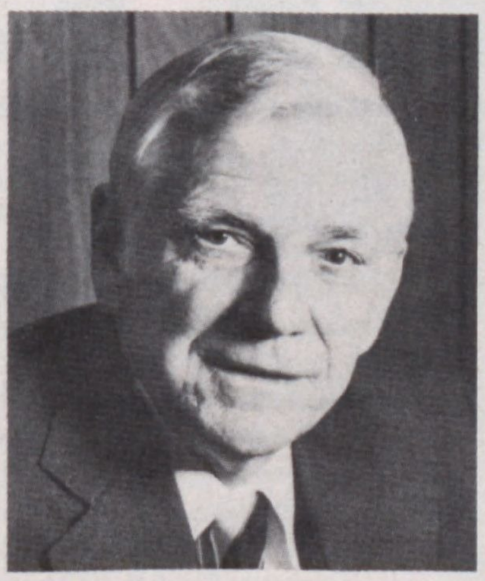
President
George W. Lyles
Lyles Chevrolet Co.
(Chevrolet-Rolls Royce)
High Point, NC



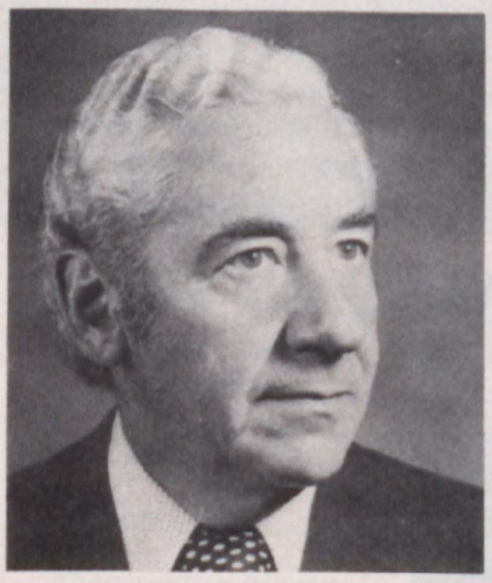
President-Elect
William C. Turnbull
R. F. Steiner Co.
(GMC-IHC-Chev.-Olds.-
Subaru-Buick) Huntington, WV



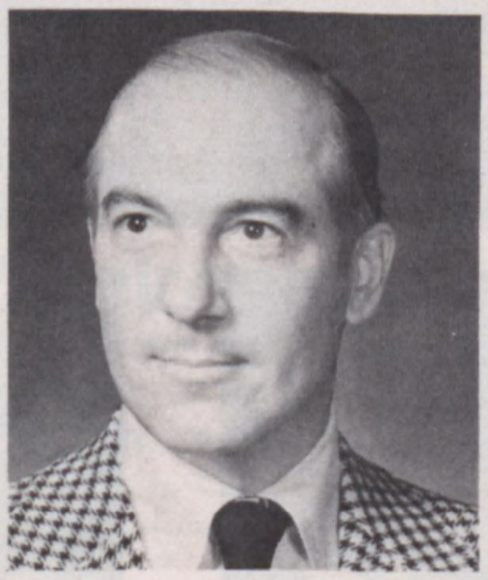
First Vice-President-Elect
James P. Jennings
Jennings Chevrolet Inc.
(Chevrolet)
Glenview, IL



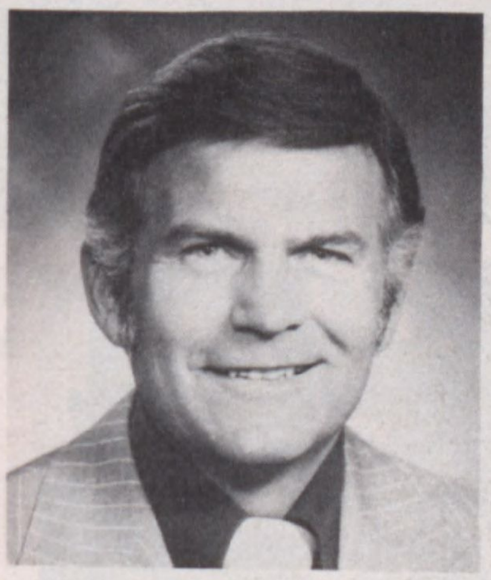
Treasurer
William J. Symes
Symes Cadillac Inc.
(Cadillac)
Pasadena, CA



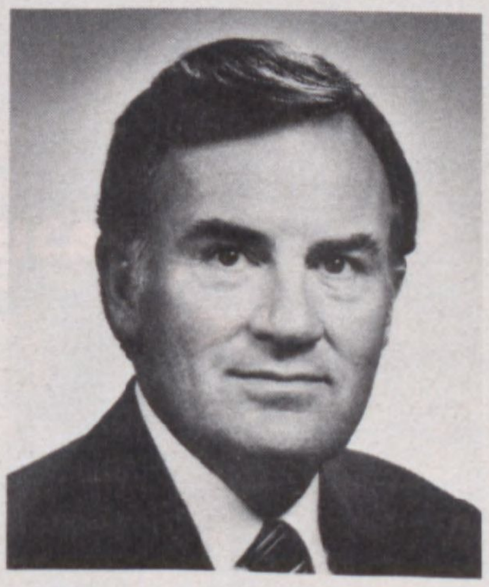
Treasurer-Elect
Joseph A. Barry
Barry Pontiac-Buick Inc.
(Pontiac-Buick-Volvo-Datsun)
Newport, RI



Secretary
H. E. Derrick Jr.
Lexington Motor Sales Inc.
(Pontiac-Cadillac-GMC-AMC-Jeep)
Lexington, VA

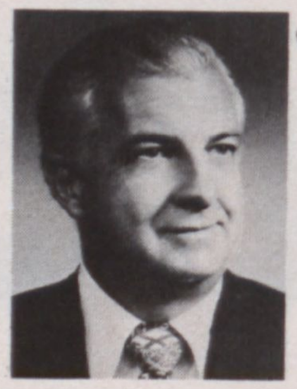


Secretary-Elect
Jerry Hayes
Hayes Brothers Buick-Jeep
(Buick-Jeep)
Salt Lake City, UT

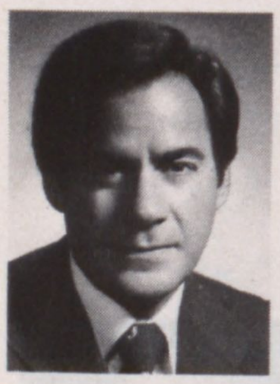


Executive Vice-President
Frank E. McCarthy
National Automobile Dealers
Association
McLean, VA

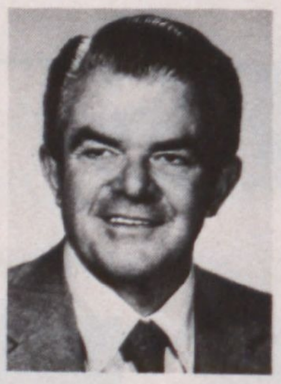
region 1



★ **Vice-President**
Robert M. Burd
Warren Volkswagen Inc.,
(Volkswagen-Audi).,
Washington, NJ



Mark S. Herrmann
Mark Buick Corp.,
(Buick), Yonkers, NY



Wendell H. Miller
Miller Motor Car Corp.,
(Dodge-Honda-Lincoln-
Mercury), Binghamton, NY



Donald R. Yandow
Yandow Motor Co. Inc.,
(Pontiac), Burlington, VT



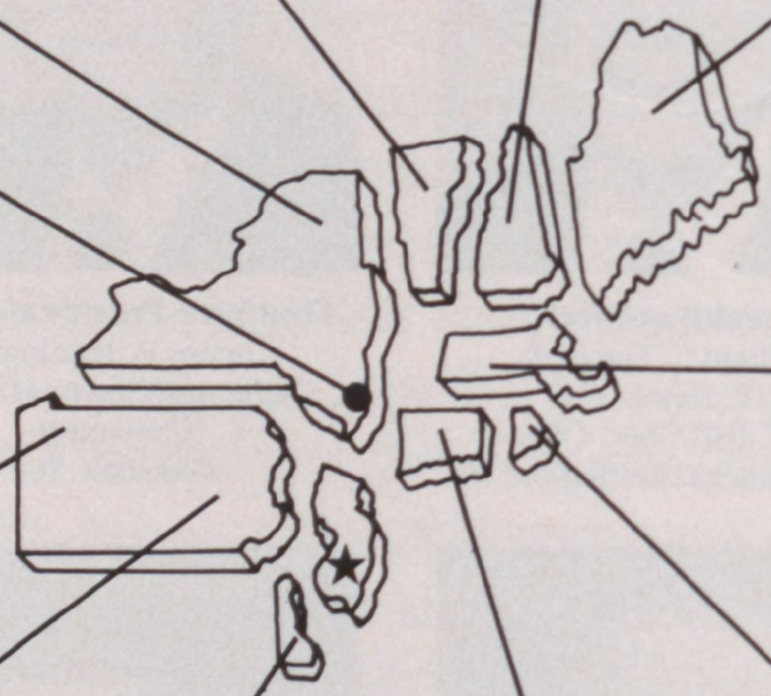
David A. Banks
Banks Chevrolet & Cad-
illac Co., (Chevrolet-
Cadillac), Concord, NH



Leslie M. Emerson
Louis Chevrolet Inc.,
(Chevrolet), Auburn, ME



William D. Cammarano
Muzi Ford City, (Ford),
Needham Heights, MA





John H. Haldeman
Forest Hills Motor Co.,
(Ford), Pittsburgh, PA



Gregory L. Sutliff
Sutliff Chevrolet Co.,
(Chevrolet),
Harrisburg, PA



Anthony Ursomarso
Union Park Pontiac Inc.,
(Pontiac-BMW-Honda),
Wilmington, DE



Richard D. Wagner
Wagner Inc., (Ford-
Datsun-Peugeot),
Simsbury, CT



Joseph A. Barry
(See Officers, Treasurer-
Elect)



The Eagle wants to fly you to Jamaica.

Your opinion could send you and a guest on an all-expense paid trip to Montego Bay.

Each of us has our own reasons why we think First American Warranty Corporation is the best in the field. *Strength, Profitability, Stability* and *Marketability.* What's the one factor that you consider the most important in a service contract program.



Strength: Thornton Cooke II, President

"First American Programs are backed exclusively by insurance carriers rated A+ Excellent by *Best's Insurance Reports.* We use not one, but *five* insurance companies, each with its own geographic responsibility, to avoid an excessive concentration of risk with any single company. The combined total Capital and Surplus of the companies underwriting our programs is comparable to the *combined* net safety margin of the insurance companies underwriting *nine* national independent service contract organizations."



Profitability: Johnny D. Mohler, Vice President, National Sales Director

"Most independent service contract organizations in business today are famous for *talking about* the possibility of investment income and promising retro returns to participating dealerships. Dealers who fly with the First American Eagle *do* receive monthly income on fully earned reserves. And in addition, these dealerships *do* earn investment income, which is not used to pay losses, but is actually paid *directly* to them on a quarterly basis."



Stability: Ted Ryan, National Sales Administrator

"Stability is the key to selecting the right service contract organizations for your dealership. Because coverage is in force up to five years, you need a service contract company that you are confident will be in business for the duration of the contract. First American is the oldest in the business, and has the original management team that pioneered service contracts in America."



Marketability: Thomas W. Meisenzahl, Assistant Vice President — Sales

"Our innovative programs are the most marketable in the industry today. First American has the programs that *sell themselves*... 5-year unlimited mileage on new vehicles and a used vehicle program that can accommodate eligible vehicles up to 100,000 miles. First American is the leader in extended service contracts today."

Give us your Opinion.

I believe the one most important factor in a service contract program is # _____.

1. Strength 2. Profitability 3. Stability 4. Marketability

Name _____

Dealership Name _____

Address _____
Street

_____
City State Zip Code

Phone ( ) _____

FIRST AMERICAN WARRANTY CORPORATION

Here's How You Can Win!

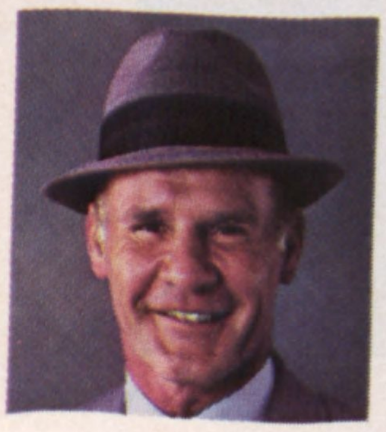
Tell us what you want most in a service contract program... Strength, Profitability, Stability, or Marketability. Bring your entry to our booth #625 at the N.A.D.A. Convention in Las Vegas, or mail to Johnny D. Mohler, First American Warranty Corporation, 3100 Broadway, Kansas City, Missouri 64111. The lucky winner will be selected at random February 28, 1983, and will be notified by phone. Only franchised automobile dealers, or their employees,are eligible to win.

(For more information circle # 26)



John Madden will introduce this "breakthrough" in MIC's Spring radio advertising.

MIC INTRODUCES POWERTRAIN PROTECTION FOR USED VEHICLES WITH UP TO 80,000 MILES.



Hope to see you in the MIC booth at the NADA Convention, February 12-15 in Las Vegas.

Tom Landry
Head Coach, Dallas Cowboys.



MIC, No.1 in Used Car Mechanical Protection, Now Offers 3 Plans for '83.

Higher Mileage and More Model Years

MIC, the Insurance Professionals from General Motors, is expanding its mechanical repair coverages for 1983. Now, participating GM dealers will be able to sell *more* used vehicles with MIC Mechanical Repair Protection and they will have even greater flexibility in providing the right coverage to each used car buyer.

NEW Powertrain Protection

The newest MIC Mechanical Repair Protection plan covers the powertrain of used cars built from 1977 to 1983 with up to 80,000 odometer miles. It's what you, the GM dealer, and many of your customers have been asking for—a lower cost, extended mileage plan from MIC. Introduction dates depend on state approvals.

Now, Three Plans to Choose from

In addition to the new MRP Powertrain Plan, MIC's existing 12/12 and 12/20 Mechanical Repair Protection plans covering most major mechanical and electrical assemblies also remain available.

All three plans are part of MIC's 1983 Mechanical Repair Protection program and are identified by the distinctive, new MRP logo shown here. This symbol replaces the "Used Car Works" you've been familiar with in the past.



MIC Makes Money for You!

MIC auto insurance and mechanical repair coverages are already proven winners. A new program like the MRP Powertrain Protection Plan is just one more way in which MIC helps improve dealership profits and build customer loyalty. When you sell your customers MIC protection, it means greater up-front profits, increased service and parts business, and more repeat sales.

Let's Get it Together—Buckle Up.

(For more information circle # 31)

SIGN WITH THE PROS

MIC Motors Insurance GM

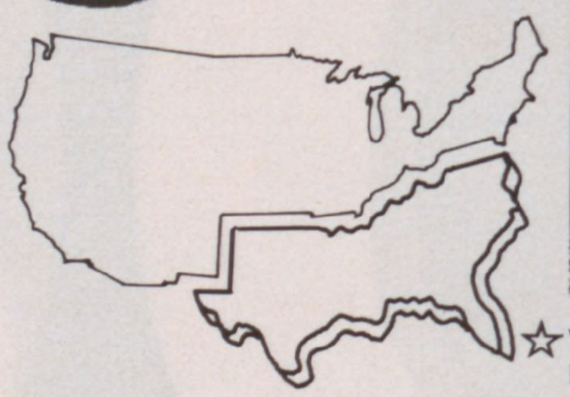
The Insurance Professionals From General Motors

Detroit, MI 48202

region 2

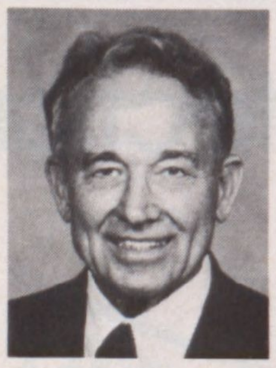


★ **Vice-President**
Frank C. Davis Jr.
Frank Davis Buick, AMC, Jeep Inc., (Buick-AMC-Jeep), Nashville, TN

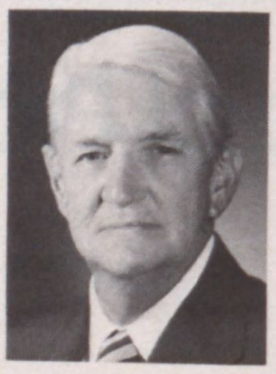




☆ **Vice-President-Elect**
H. E. Derrick Jr.
(See Officers, Secretary)



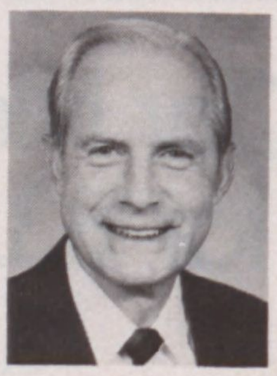
William C. Doenges
Bartlesville Ford Inc., (Ford-Toyota-AMC-Jeep-Renault-Isuzu), Bartlesville, OK



James T. Caplinger
Caplinger Chevrolet Co. Inc., (Chevrolet-Oldsmobile), England, AR



Ernie Bates
Hardin Motors, Inc., (Pontiac-GMC Truck), Radcliff, KY



William C. Turnbull
(See Officers, President-Elect)



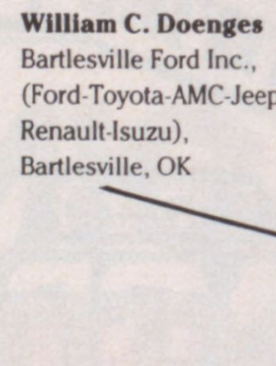
Alfred P. Shockley
Shockley VW Inc., (Volkswagen-Audi-Honda), Frederick, MD



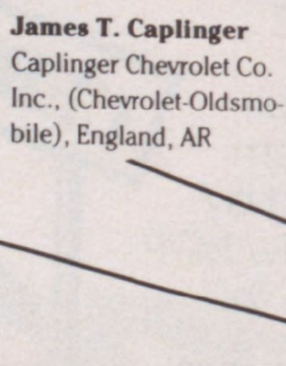
Harry Martens Jr.
Martens Volvo of Washington Inc., (Volvo), Washington, DC



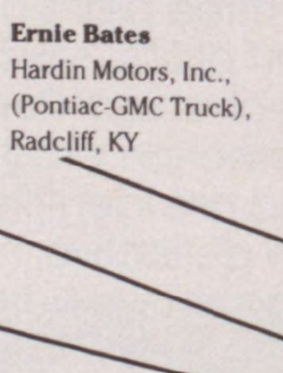
George W. Lyles
(See Officers, President)



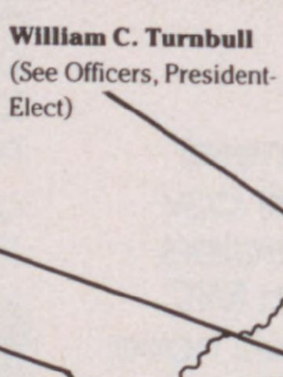
Henry Butts Jr.
Henry Butts Oldsmobile, (Oldsmobile), Dallas, TX



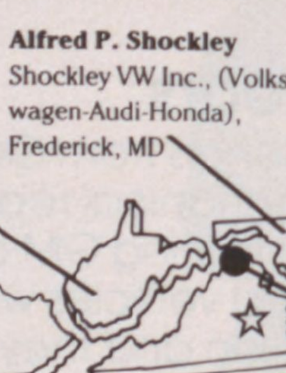
C. C. Gunn
Gunn Oldsmobile Inc., (Chevrolet-Datsun-Volkswagen-Honda-Oldsmobile), San Antonio, TX



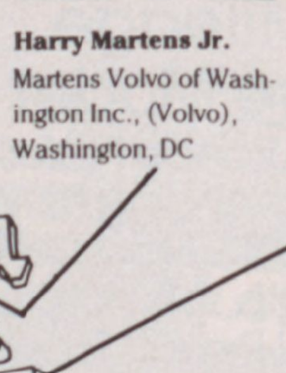
Bertrand A. Feiber
Boutwell-Feiber Chevrolet-Buick, (Chevrolet-Buick), Bogalusa, LA



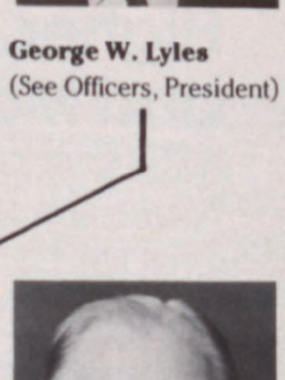
Frank A. England
England Motor Co., (Ford-Mercedes-Benz-Volvo-Honda), Greenville, MS



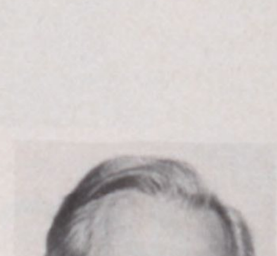
John D. Thomas
John Thomas Ford Inc., (Ford), Gadsden, AL



Dennis C. McNamara
McNamara Pontiac Inc., (Pontiac-GMC), Orlando, FL



Heyward Allen Sr.
Heyward Allen Motor Co. Inc., (Cadillac-Oldsmobile-Datsun-GMC), Athens, GA



Robert F. Pulliam
Pulliam Motor Co., (Ford-Ford Trucks), Columbia, SC

We've taken a closer look at how we serve you.

"We began back in 1964 with something more than just a good idea. As automobile dealers, we saw a need. We combined that need with the good idea and established CARS, Inc., a company that for years made us a lot of friends and earned us a reputation as people dedicated to providing the best in computer services to the automotive industry. In 1980, CARS, Inc. became the Dealer Systems Division of Dyatron Corporation. At Dyatron that total commitment lives on."

"As automobile people working for automobile people, we are particularly sensitive to the forces and the needs that shape the market today. Given the oil crisis, environmental impacts, then inflation, and now interest rates, we have both experienced problems. In times of need, good service and friendship mean a lot. We at Dyatron promise both."

"We promise more than good service. We promise the best service matched by the best possible quality, a reasonable price, and a dedication to providing new and better products for an ever-changing market. We promise this as automobile professionals who know and see the needs as only a fellow professional can."

"At Dyatron, we believe in the old saying that old friends come first. It's the best way we know to make new friends. It's the only way we know to run a business."

CARS Products from the Dealer Systems Division.

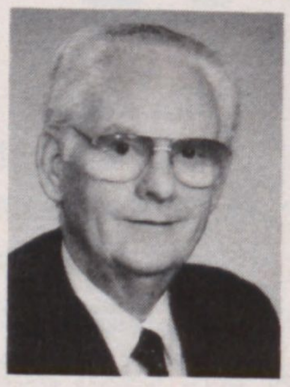
DYATRON

P.O. Box 235, Birmingham, Alabama 35201
Telephone: 1-800-633-3625

"We're automobile people totally committed to serving automobile people."

(For more information circle # 18)

region 3

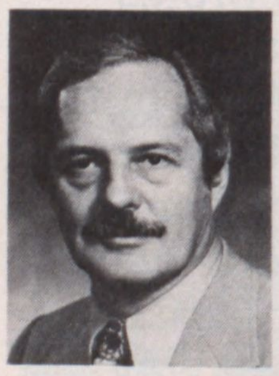


★ **Vice-President**
James P. Jennings
(See Officers, First Vice-President-Elect)





☆ **Vice-President-Elect**
Richard R. Smith
Dick Smith Ford Inc., (Ford), Raytown, MO



John M. Hillard
Rapid Chevrolet Co., (Chevrolet), Rapid City, SD



S. J. Schumacher
Schumacher's Inc., (Ford-Lincoln-Mercury), Linton, ND



Howard Christensen
Motor Inn Co., (Buick-Oldsmobile-Pontiac-Cadillac-Honda), Albert Lea, MN

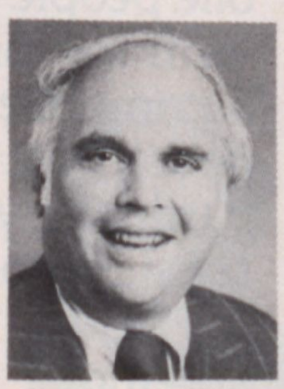
Clarence J. Thorstad
Thorstad Chevrolet Inc., (Chevrolet), Madison, WI



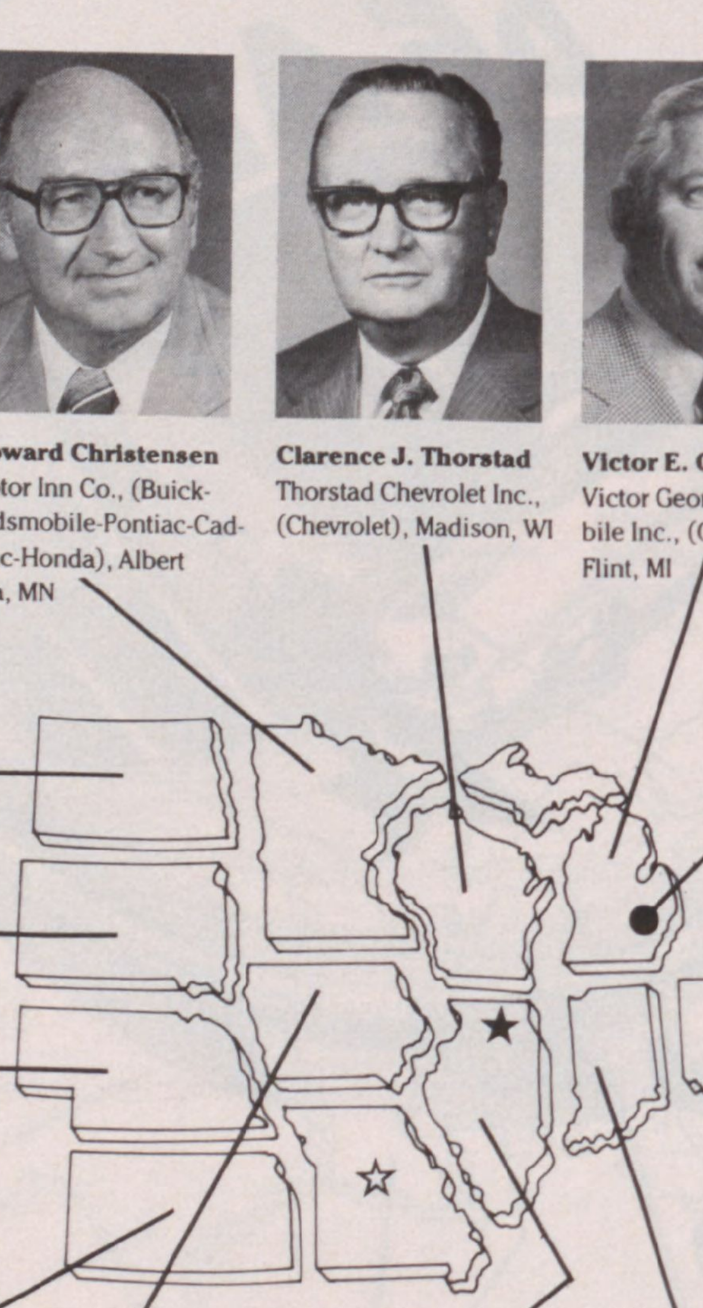
Victor E. George
Victor George Oldsmobile Inc., (Oldsmobile), Flint, MI



Jerry M. Bielfield
Jerry Bielfield Co., (Ford), Detroit, MI

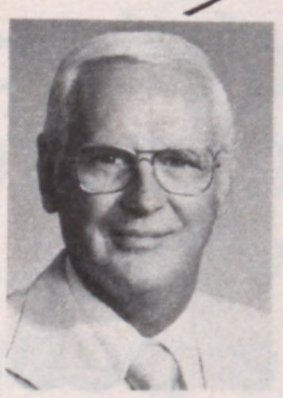


E. Healy Dowd
Dowd Oldsmobile Inc., (Oldsmobile-Toyota-Mercedes-Benz), Cleveland Heights, OH

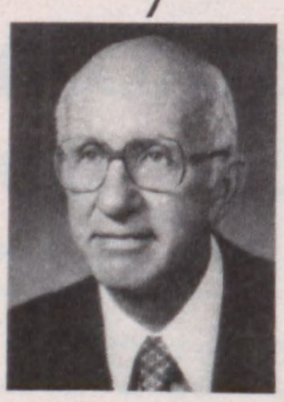




Richard G. Kizzier
Kizzier Chevrolet Co. Inc., (Chevrolet), Kearney, NE



Jim Clark
Jim Clark Motors Inc., (Chrysler-Plymouth-Dodge), Lawrence, KS



Marvin D. Hartwig
Marv Hartwig Inc., (Lincoln-Mercury-Datsun), Iowa City, IA



Ray Green
Ray Green Chevrolet Inc.. (Chevrolet), Jacksonville, IL



Joseph E. O'Daniel
O'Daniel Ranes Olds Inc., (Oldsmobile-Datsun), Evansville, IN



Richard M. Barrett
Barrett Cadillac Inc. (Cadillac-AMC-Renault-Fiat), Youngstown, OH

No one but you need ever know your answers to these self-tests





THEY'RE FREE AND DESIGNED TO HELP YOU BETTER MANAGE YOUR BUSINESS ...AND YOUR HEALTH

Your scores on this series of business/health risks self-test may startle you. Or you may find you rate as a good manager in all areas of risk management. Either way, only you need ever know your answers.

At American Hardware Mutual, we've been helping business people manage risks since 1899. Now, in addition to our business risk management kit, we offer a brand new series on your personal health management. Your health, after all, has a lot to do with your ability to manage your business... and how long you will be around to enjoy its success.

Invest only minutes

Each test in the series takes only minutes to complete. Each includes valuable ideas for corrective measures if any are needed. Prevention, after all, is still the best kind of protection.

Safety and OSHA

Find out how to turn a necessity into an important management tool. A good safety program can reduce the cost of your business insurance and improve the productivity of both you and your workers (as well as keeping the OSHA inspector happy).

Dishonest employees

Are you paying someone to steal from you? Dishonest employees cost American business three times as much as shoplifters. They destroy more businesses than does fire. This test helps you spot ways you may be encouraging theft and other dishonest acts.

Looking at inflation

If your business were destroyed tomorrow, would your insurance replace it? Learn more about the dangers of today's double-digit inflation, and what to do about it.

Fire prevention

What are the chances of a fire hitting your place of business? Would you — or your employees — know what to do if one did? This self-test booklet could save more than your business. It just might save your life.

Product liability and you

You probably know that the cost of product liability is going up, but did you know that there are also ways of keeping it down? Learn the answers to such important questions as: What are you liable for? What is it likely to cost you? What can you do about it?

Could you manage in an emergency?

What would happen to your business in those critical days after a fire or other disaster? The right kind of planning can minimize the effects of a disaster and help improve your chances for survival. This is a self-test you shouldn't miss.

All new health management series

Because of the success of its business self-test series, American Hardware Mutual now offers a second series, dealing with the management of health risks. Topics covered include diet, exercise, safety, smoking, alcohol and drugs.

The overview test time: 5 minutes

That's all the time it will take to show you what kind of health risks you are running as a result of your habits and life-style. Take the overview test to determine which topics covered in the series are of special importance to you.

How your health affects your ability to manage

If it seems unusual that American Hardware Mutual, a specialist in business insurance since 1899, is getting into the area of health, it isn't. We know that a healthy manager has more energy, handles stress better, makes better decisions and generally performs up to his full capacity. Good health management is an inseparable part of good business management.

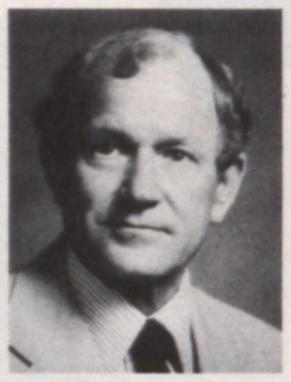
We'd like to help you be the best manager you can be. To receive both self-test series, without cost or obligation, write: Risk Management Dept., American Hardware Mutual, P.O. Box 435, Minneapolis, MN 55440. Or circle the reader service number in this publication.

"Taking the worry out of your business... and your life."

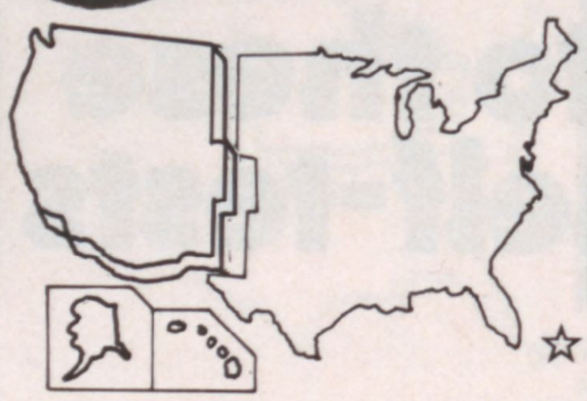
American Hardware Mutual Insurance Co.

(For more information circle # 5)

region 4



★ **Vice-President**
Denzil W. Rose
Hilo Motors, (All GM Lines), Hilo, HI





☆ **Vice-President-Elect**
James B. Woulfe
Shamrock Ford, (Ford-Chrysler-Plymouth), Dublin, CA



Robert P. Mallon
Mallon Motors Inc., (Ford), Tacoma, WA



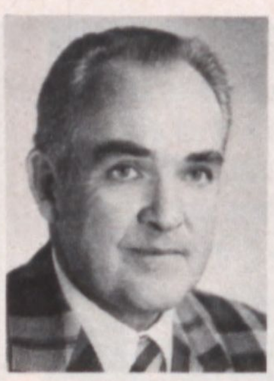
Don Donofrio
Skyline Ford, (Ford), Salem, OR



Robert L. Rice
Bob Rice Ford, (Ford), Boise, ID



Robert H. Oakland
City Motor Co. Inc., (Chevrolet), Great Falls, MT



Richard Hammer
Ed Hammer Inc., (Chevrolet-Oldsmobile), Sheridan, WY



George S. Irvin
George Irvin Chevrolet, (Chevrolet), Denver, CO



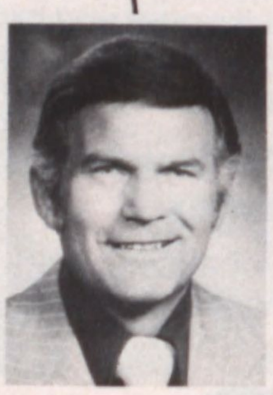
William J. Symes
(See Officers, Treasurer)



Archie Pozzi Jr.
Pozzi Motor Co., (Ford-Mercury), Carson City, NV



A. M. Crawford Jr.
Gila County Motors, (Volkswagen-AMC-Jeep-Renault), Globe, AZ



Jerry Hayes
(See Officers, Secretary-Elect)



Jack T. Price
University Volkswagen Inc., (Volkswagen), Albuquerque, NM



STOP CUSTOMER CAMPOUTS

Your customers will wait around until their warranties run out, then they'll pack up and go somewhere else—to a service station, then a bodyshop, then a mass merchandiser, then a mechanic friend—anywhere but back to you, the dealer. But they would come back to you time and time again if you could:

Pre-schedule car appointments, ending the 7:30 a.m. and 5:15 p.m. rush.

Instantly obtain their two-year service histories.

Recommend additional service and special offerings.

Improve billing efficiency.

Provide timely information on recalls/campaigns.

Give an accurate time estimate on the spot.

Now you can do all this for your customers and dramatically increase your profits, with the **Tri-Freedom II** from **Tricom Systems Corporation**. The **Tri-Freedom II** is a service department management system that turns your department into the hottest shop in town.

Tri-Freedom helps you:

Load your department to capacity, all day, every day.

Know instantly which technicians are free, their special skills and current time estimates for work underway.

Compare your shop efficiency to the labor time guide included in the system.

Measure the increasing productivity of your technicians.

And watch your bottom line jump by thousands a month.

With the Tri-Freedom II, your service sells itself.

Don't go on our word alone. Go on the word of our customers. Call 800-621-6977 or 800-621-9579 in California.

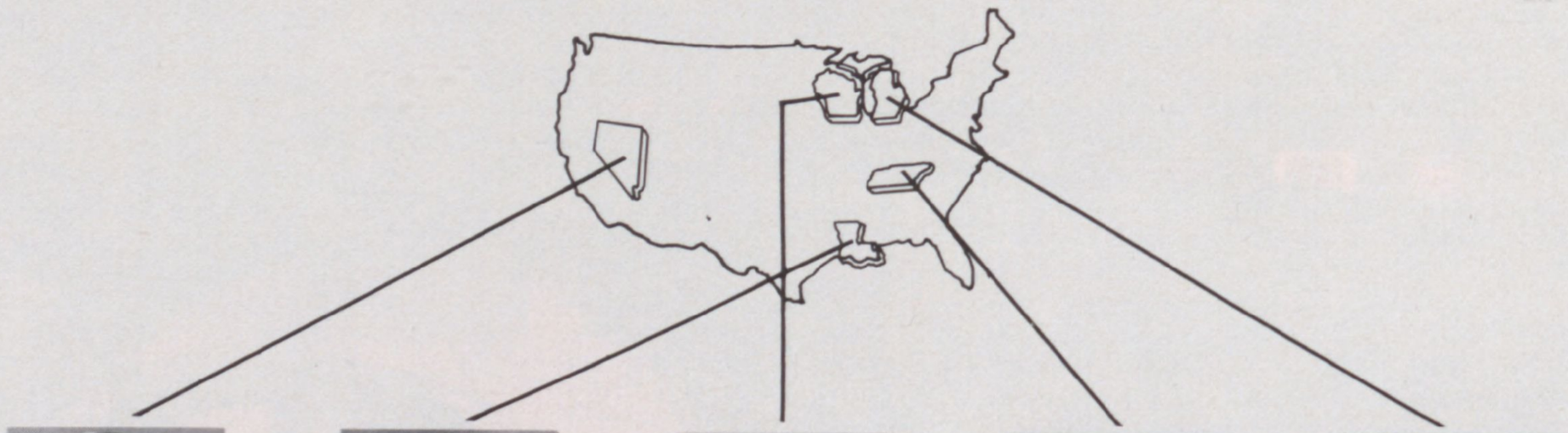


TRICOM

3364 Arden Road Hayward, California 94545

(For more information circle # 58)

directors-elect





William H. Heinrich
Fairway Chevrolet Co., (Chevrolet), Las Vegas, NV



J. Frank Terrell Jr.
Miller-Terrell Buick, (Buick), Baton Rouge, LA



Robert E. Moody
Moody's Inc., (Chevrolet-Buick-Pontiac), River Falls, WI

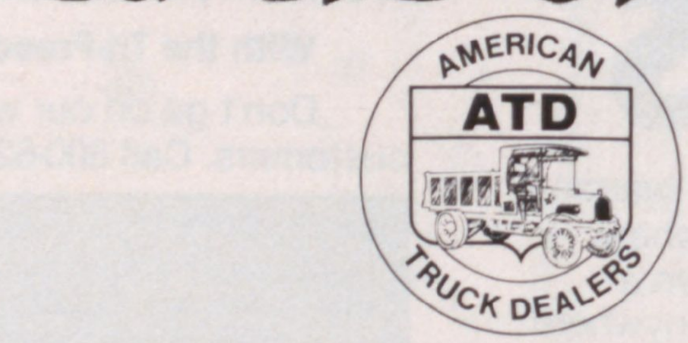


Herbert G. Adcox
Adcox-Kirby Chevrolet, (Chevrolet Cars and Trucks), Chattanooga, TN



Chester L. Swanson
Chet Swanson Sales, (Oldsmobile-Cadillac-Jeep-Subaru), Traverse City, MI

american truck dealers division







Arthur T. Irwin
Irwin GMC Inc., (GMC), Lima, OH

SPECIAL DEALER NOTICE FROM THERMO-GUARD

NADA Las Vegas SHOW SPECIAL

THERMO-GUARD will allow any new car dealer to give away the KAR-KOP® Window-Etch Theft-Deterrent System to its customers FREE*

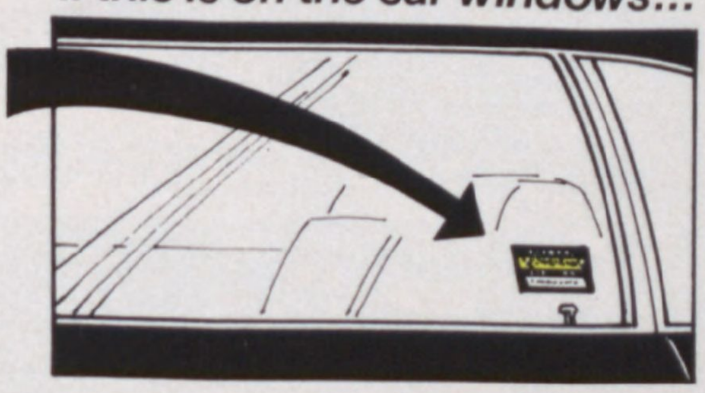
(KAR-KOP® is a $149.00 retail value.)

Offer good through March 31, 1983.

THERMO-GUARD No-Theft
KAR-KOP™
Registered Auto Identification
Your code etched here.

- Easy 5-minute customer self-installation
- No sandblasting tools required

If this is on the car windows...



...then the car is not worth stealing.

CALL TODAY TO FIND OUT HOW YOU CAN GET YOUR FREE KAR-KOP® SYSTEM GIVE-AWAYS.

CALL TOLL-FREE 1/800-327-5120
in Florida: 1/800-432-3410
Or mail the coupon today. Free give-away!

THERMO-GUARD™

THERMO-GUARD, INC. • International Headquarters:
5546 W. Oakland Park Boulevard • Fort Lauderdale, FL 33313
(305) 735-4700 (800) 327-5120 in FL: (800) 432-3410
IN CANADA: 277 Lake Shore Road East, Suite 209
Oakville, Ontario, Canada L6JIH9 (416) 842-4990

***FREE** chemicals and individual code number on etching stencil. **Optional;** for a one-time $15 fee: lifetime national computer registration of code number/printed vehicle owner ID card with national, 24-hour, toll-free reporting number/warning window decals on which to etch code number.*

See us at NADA in Las Vegas.

THERMO-GUARD INC.
5546 W. Oakland Park Blvd.
Ft. Lauderdale, FL 33313

800/327-5120
(in FL 1/800-432-3410)

YES! Contact me with details on your FREE give-away offer on KAR-KOP.

Name _____

Title _____

Dealer _____

Address _____

City _____ State _____ Zip _____

Telephone ( ) _____

(For more information circle # 55)

das Wunderbar Klassisch

The Golden Spirit

The engineering excellence and superior craftsmanship found in German automobiles has long been the envy of the world. That same standard of excellence is a proud part of our own German heritage.

We at Zimmer Motor Cars have dedicated our manufacturing skills to the building of America's finest motor cars, each possessing that special quality, a quality born from tradition, heritage and pride.

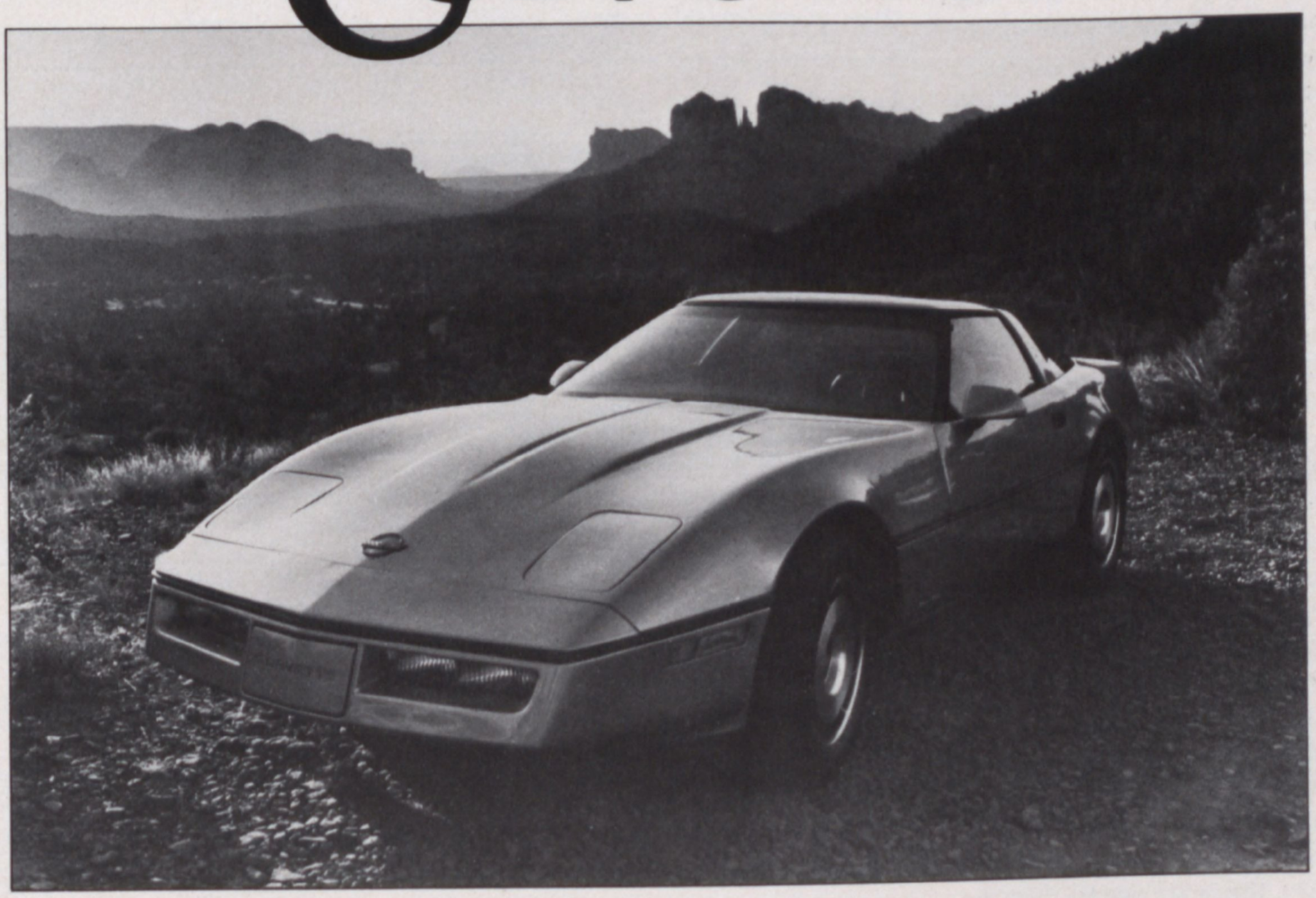
DESIGNED AND MANUFACTURED BY: ZIMMER MOTOR CARS CORPORATION

ZIMMER® MOTOR CARS CORPORATION

777 S.W. 12th Ave., Pompano Beach, Florida 33060, Telephone (305) 943-7600

(For more information circle # 63)

Improving on Tradition: The New Corvette



by Miroslav Hrihoriev

Rumors of a new Corvette have been selling car buff magazines for years. Typically, publications run a provocative close-up of a rakish fender or futuristic grille on the cover and a headline something like, "Is this the new Corvette? See inside!" The answer, of course, was always, "No." The car in question might be a styling exercise or an artists's rendering, but Chevrolet's sports car remained virtually unchanged since 1968—same basic styling, same basic chassis, same enduring popularity.

Talk about love affairs with cars, this one has been blooming since 1953 when the first fiberglass "Vette" hit the street. Over the years, the car evolved from a slow but sexy 2-seater into a track-thumping sports car. To date, more than 700,000 Corvettes have been sold, and the new car, which will reportedly be dated as a 1984 model, should keep the streak going.

As in past Corvettes, this one has a fiberglass and plastic skin over a steel chassis. Otherwise, the new car is just that, brand new, except for a superficial resemblance to its predecessors. The car's chief designer, Jerry Palmer, says, "We've managed to retain the Corvette identity. The new car, for example, still has folding headlamps. It has a Corvette 'face,' even though there are fog lamps and park and turn lamps where the air intakes used to be. The first time people see this car, they're going to know what it is. They're going to say 'Hey! That's a new Corvette!' "

This version, though, is lower, shorter, wider and 250 pounds lighter than the 1982 model. Considerable wind tun-

nel testing resulted in a drag coefficient of .34, a 23.7-percent improvement that produces dividends in economy and noise reduction. Improvements in aerodynamics are reflected in the looks of the car as well. The windshield is raked back 64 degrees, and the car has an extemely clean profile with no unnecessary styling fillips.

The clamshell hood tilts forward to expose the front suspension components and the engine, giving considerable access for maintenance. The roof section lifts off in one piece, and easily stows in the rear hatch where there's 17.9 cubic feet of space.

The new Corvette features a fairly conventional chassis with widely placed siderails and a central backbone that carries the driveline. It is made from galvanized steel and appears quite substantial. It carries the suspension components, and some of these are particularly novel. The front suspension arms are forged from aluminum as are some of the arms in the 5-link independent rear suspension. These look as though they came right off of a race car instead of an assembly line. Shock at both ends of the car is absorbed by transverse fiberglass monoleaf springs rather than by the more familiar coils.

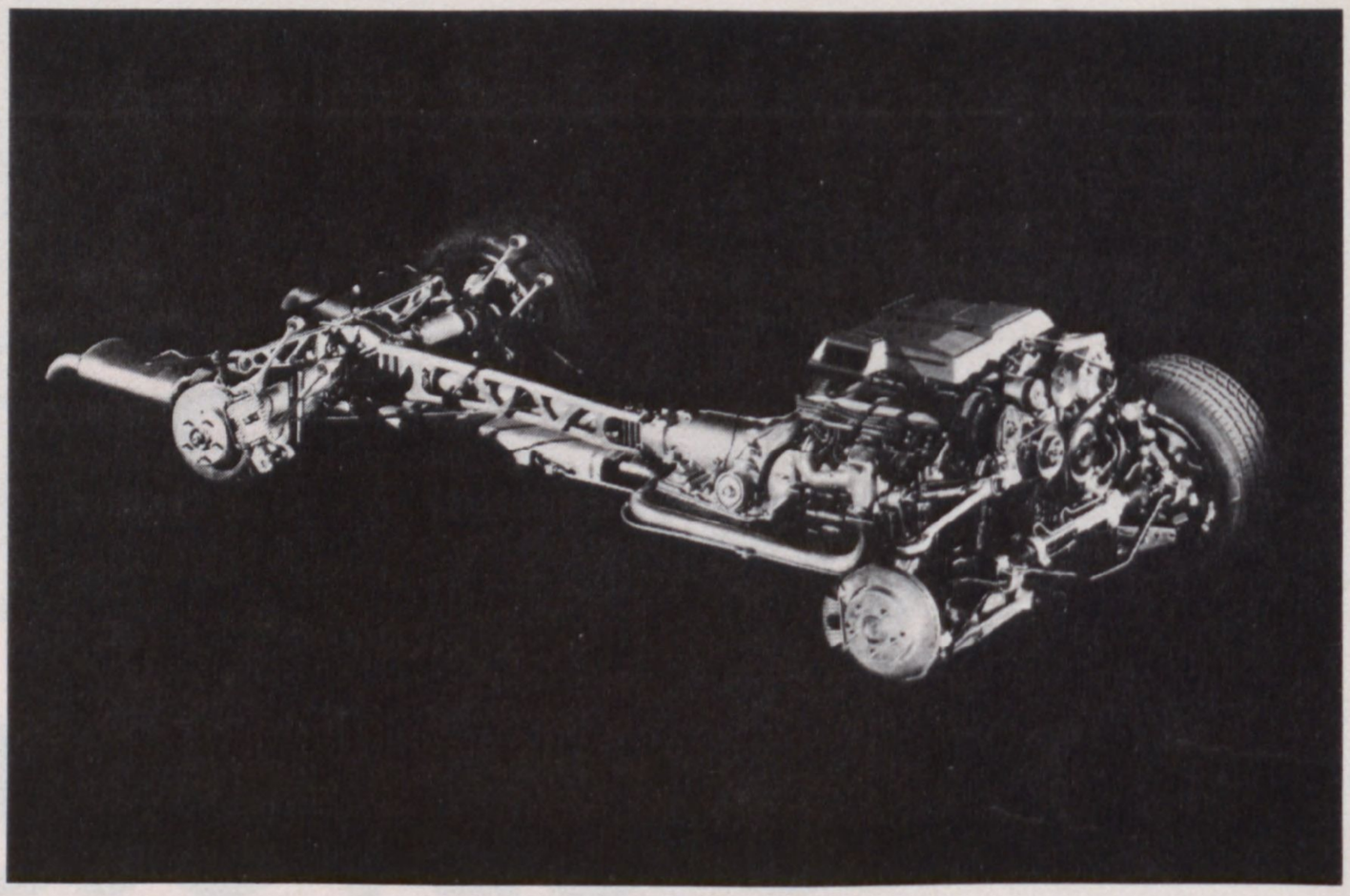
For power, the new Corvette uses the tried-and-true 5.7-liter V-8 (the classic Chevy "small block"). It's fuel injected, has electronic ignition, and puts out 205 horsepower. Preliminary mileage figures rate the car at 16-mpg city and 28-mpg highway. The standard transmission is a clever 4-speed manual with computer-controlled overdrive in the top three gears. The computer analyzes several engine functions and factors them into the overdrive system. During high-performance driving, the overdrive is automatically over-ridden. A 4-speed overdrive automatic is available.

Power rack-and-pinion steering and 4-wheel disc brakes, along with specially developed tires, Goodyear Eagle V-50s, give the new Corvette exceptional handling characteristics. Corvette chief engineer, David R. McLellan says, "Even in the base suspension configuration (a heavy-duty suspension package is optional), the new Corvette is a sports car absolutely superior to any production vehicle in its part of the market. This car will be at home and respected on the interstate, the Autobahn or any highway in the world." With a top speed of more than 140 mph and lateral acceleration in the .94-G range, the Corvette should blow the doors off anything but the most exotic sports cars.

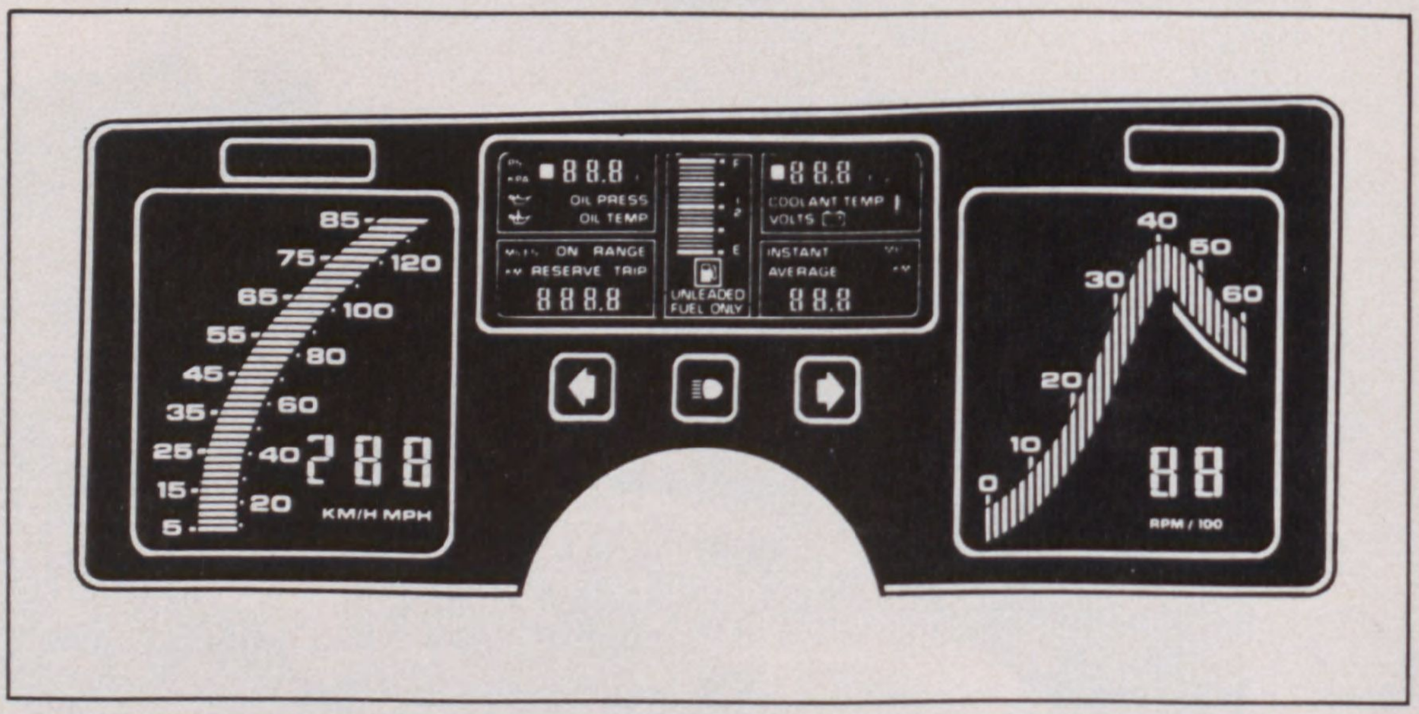
As you might expect, the car's interior is equally impressive. The seats are power adjustable for everything from lower lumbar support to height. The instrument display is run by a computer and has liquid crystal and digital gauges that even produce readouts for average mpg and fuel range. Electronic gadgetry abounds and includes, as a option, a Bose-Delco stereo system that's acoustically tuned to the car.

Chevrolet has designed the new Corvette so that it can be adapted to meet the standards of several countries. Chevrolet intends to export the car and to aggressively pursue overseas sales. Division manager Bob Stempel says, "We believe the Corvette's unique engineering and design will give the foreign auto connoisseur a good look at what our technology is producing today."

Whether it's over there or over here, the new Corvette is going to cost a bundle. Though the price has not yet been officially announced, speculation pegs it at around $25,000. It's a stiff tariff, but still well below the cost of cars such as the Porsche 928 and BMW 633. At any rate, Chevrolet is confident that enough buyers will emerge from the vast horde of Corvette fans to make the new car a success. □



Many of the Corvette's suspension components are made of aluminum.



Corvette's new instrument cluster features electronic liquid crystal displays.

EVEN FROM A COLDLY RATIONAL, STRICTLY ANALYTICAL PERSPECTIVE, IT'S BEAUTIFUL.

Just in case you can't admit you like the Cougar for its look alone, we have facts. And figures. And features you won't find offered by many other cars.

Observe the rounded contours. They help improve the aerodynamics of the Cougar. The hood is sloped to help slice through the wind. The integral aircraft-inspired Cougar doors are designed to create a clean, wind-efficient surface.

The formal roof line gives backseat passengers ample headroom. The seats are designed for driving comfort. And the optional power seats adjust six ways to accommodate your particular height, reach and leg length.

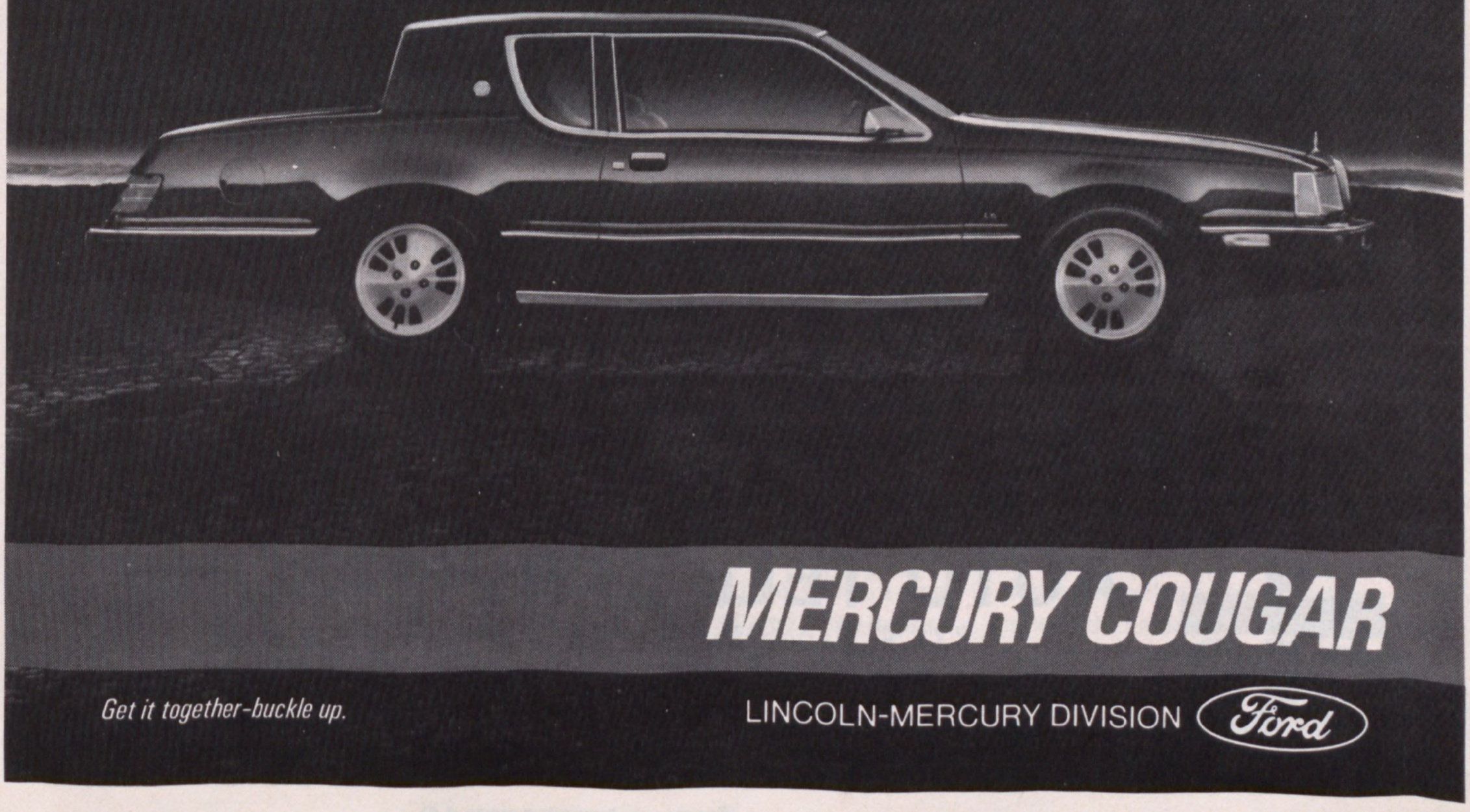
Ergonomics? It's the science of placing things where they can be most easily reached or seen by the driver. Cougar is an excellent example of how it should be done. Including options, you can have 27 driving, comfort and entertainment controls within fourteen inches of the steering wheel.

The rear track has been increased 1.5" to give the car a wider road stance. The new Nitracushion suspension, developed from our Continental technology, helps take potholes in stride. (Our shocks are nitrogen-pressurized to minimize bounce.)

A car that's designed to please the eye is no longer enough. It must also please the mind. Cougar is designed to do both. Beautifully.

CALL 1-800-MERCFAX FOR ANSWERS: *For further information on Cougar, just call us toll-free at 1-800-MERCFAX. Or write: Lincoln-Mercury, P.O. Box 1254, Troy, Michigan 48099.*

MERCURY. THE SUBSTANCE SHOWS.



MERCURY COUGAR

Get it together-buckle up.

LINCOLN-MERCURY DIVISION Ford

The Affordable Key 300 Desktop Computer System

- A Space Saving Desktop Computer With An Integral Video Display
- Priced For Dealers Selling As Few As 35 New & Used Cars Per Month
- Provides Unlimited Data Processing For A Low Fixed Cost
- Designed To Serve Every Department Of The Dealership
- Compatible Approach For System Expansion As Dealership Grows



Operational Advantages Of The ATS Approach To Systems Design

- Easy to use – Screen input guides operator step by step
- Integration – Data entered once, updates all related files
- Real Time – Related files are updated at time of input
- Programmed Job Stream – Controls the processing cycles
- Credibility – Audit trails assure system integrity
- Security – User ID controls access to programs and files

ats

AUTO TELL SERVICES, INC.

771 E. Lancaster Avenue, Villanova, Pa. 19085
(800) 523-5103 In Pa. (800) 362-5538

Featuring hardware from Texas Instruments

(For more information circle # 9)

The '83 Expo: The greatest (auto equipment) show on earth!









Want to be the first dealer on the block to know what's new in the automotive marketplace? Then make it a point to spend plenty of time at the Exposition during the 1983 NADA Convention in Las Vegas, NV.

The new products and technology that you will need for your dealership will be on exhibit in the Las Vegas Convention Center. More than 113,000 square feet has been devoted to this year's exhibit, where over 200 manufacturers and distributers of automotive products, services and accessories will be displaying their products.

Where else under one roof can you price computer terminals, take a close look at new service tools and equipment, examine new protective products and lighting fixtures and learn more about how to launch a new ad campaign? Only at the NADA Exposition can you see the widest selection of state-of-the-art technology today.

In addition to the exhibitors inside the exposition hall, there will be a separate exhibit area, located in the registration area of the exposition hall. These "R-Booths" (listed below) are designed to provide convention attendees with services, products and information.

R-1: Northwood Institute
R-2: Airlines Counter
R-3: Hertz Car Rental
R-4: NADA Message Center
R-5: NIASE
R-6: Workshop Tape Sales
R-7: NADA Dealership Operations
R-8: Æ Magazine
R-9: Automotive Hall of Fame
R-10: Highway Users Federation
R-11 to R-13: Radio, TV and Newspaper Advertisers Bureaus
R:14 Dallas Visitors and Convention Bureau

For your convenience, the Exposition will be open four consecutive days: Saturday, February 12 from 8:30 a.m. to 2:45 p.m.; Sunday, February 13 from 11:30 a.m. to 5:00 p.m.; Monday, February 14 from 9:00 a.m. to 5:00 p.m.; and Tuesday, February 15 from 9:00 a.m. to noon.

To help you find the exhibitors you are looking for, Æ has published the list of exhibitors in two sections. The first section lists exhibitors in alphabetical order according to company name, along with their space numbers. The second section classifies the companies according to the types of services or products they manufacture. A floor plan of the exposition has been included as well to help you find your way around the exhibit hall. The information is current as of Æ's deadline; however, changes may have occurred since press time. Happy hunting! □

Exhibitors' Index

Exhibitors highlighted in blue appear as advertisers in this issue.

Adesco-Minnehoma
Space 810

ADP Dealer Services
Space 865-873 + 915-923

Advantage Corp.
Space 358 + 408

Aiphone Corp.
Space 176

Allen Testproducts Div.
Space 782 + 832

American Bankers Insurance Group Inc.
Space 958 + 1008

American Bell
Space 552-554 + 602-604

American Business Lists Inc.
Space 476

American Custom Coachworks Ltd.
Space A

American Hardware Mutual Insurance
Space 275

American Motors Corp.
Space N

American Unic Corp.
Space 1160 + 1210

American Warranty Corp.
Space L

Ammco Tools Inc.
Space 756-758 + 806-808

ARA/Motorola
Space M

Art Niemann & Co.
Space 226

ASC Inc./American Sunroof
Space 656-658 + 706-708

Audiovox Corp.
Space 910

Auto Care Center Inc.
Space 1430

Auto Care Extended Service Corp.
Space 276

Auto Tell Services Inc.
Space 1375-1377 + 1425-1427

Autoleather Guild
Space 984

Automotive Age Magazine
Space 475

Automotive Executive Magazine
Space R-8

Automotive International Inc. (Waxoyl)
Space 660 + 710

Automotive Management Group Inc.
Space 1054 + 1104

Automotive News
Space 228

Automotive Service Consultants
Space 525-527

Balance Computer Systems Inc.
Space 960-962

Bear Auto Service Equipment Co.
Space 356 + 406

Bee Line Co.
Space 278-280 + 328-330

The Bentley Corp.
Space G

Benwil Industries
Space 802

Binks Manufacturing Div.
Space 258

Bivens Winchester Corp.
Space 1256-1258 + 1306-1308

Bivouac Industries Inc.
Space 382-384 + 432-434

Black Enterprise Magazine
Space 175

Blackhawk, Applied Power Inc.
Space 478-480 + 528-530

Broadway Equipment Co. Inc.
Space 182-184 + 232-234

Build-All Corp.
Space 1204

Bundy American Corp.
Space 1102

Buske Industries Inc.
Space 820-821

Carecraft Industries Ltd.
Space 1010-1012

Carriage Conversions
Space 1025

Ceccato
Space 900

Cee-Gee Inc.
Space 1119-1121

Century Motor Coach Inc.
Space 825

Chapman Industries Corp.
Space 1122-1123

Chief Automotive Systems
Space 856-856 + 906-908

Chrysler Corp.
Space T

Clarion Corp. of America
Space 600

Coin Financial Systems
Space 770-772

Contempo Vans
Space S

Control Inc./Aids Inc.
Space 227

Consign A Car of America
Space 513

Davis-Newman-Payne Advertising
Space 230

Dawn Enterprises Inc.
Space 1225

DCI Computer Systems Inc.
Space 482

Deep Seal International
Space 308

Delco Electronics Div.
Space K

Deluxe Molding Co.
Space 878

Detroit Autobody Equipment Inc.
Space 256

Display Data Corp.
Space 1165-1173 + 1215-1223

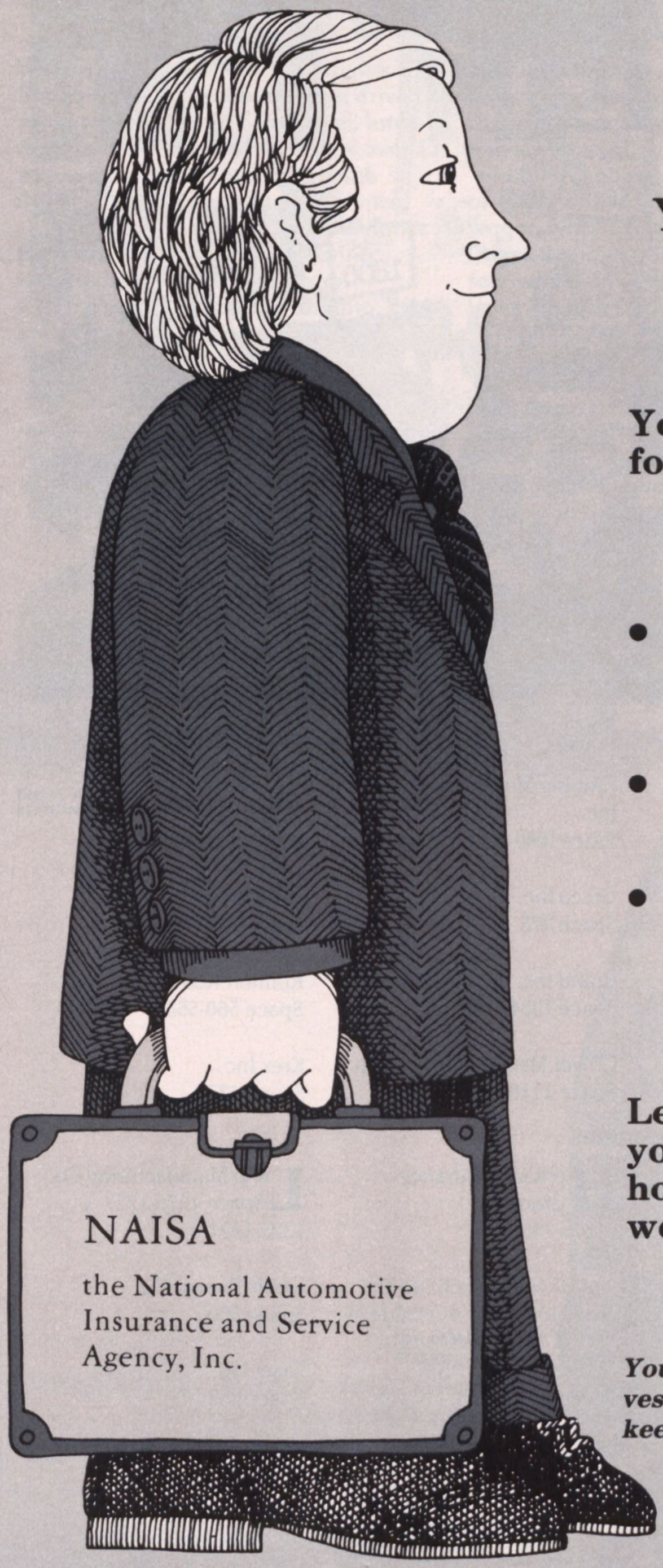
Dresser Wayne
Space 327

Durakon Inc.
Space 1376 + 1428

E & G Classics
Space 1402-1404

ECP Inc.
Space 254 + 304

MAKE THE MOST OF TOMORROW... TODAY



You can live forever!

Your assets can work for your heirs for years to come.

- **If you plan your estate to protect those you love to their best advantages**
- **If you take protective laws into consideration as you plan your estate**
- **If you make sure your business will continue to provide inflation-protected income for your heirs**

Let a professional estate planner help you! He knows the laws and he knows how to plan for your money to keep working for you through your heirs.

You have worked hard, risked your savings and investments to build an estate. Keep it in the family; keep it working for your heirs.

NAISA's professional estate planners can help you.

Call or write: NAISA
8400 Westpark Drive
McLean, VA 22102
(703) 821-7270

Circle #45



Elk Enterprises Inc.
Space 1100

Elsco Lighting Products Inc.
Space 325

Encyclopaedia Britannica
Space 277

Excalibur Vans of Texas Inc.
Space 300

Exclusive Manufacturing Inc.
Space 1278-1280 + 1328-1330

First American Warranty Corp.
Space 625

First Pennsylvania Bank/
Lease It Corp.
Space 819

FMC Corp.
Space 1200

Ford Life Insurance Co.
Space 260

Ford Motor Co.
Space D

Ford Motor Credit Co.
Space 263

F. W. & Associates Inc.
Space 913

Gandolfo CLU & Associates, Joe
Space 704

GMAC/MIC
Space I

General Motors Corp.
Space J

General Warranty Corp.
Space C

Genway Corp.
Space 684 + 734

Gilbarco Inc.
Space 813

Glaval Inc. (Gladiator)
Space P

Go Inc.
Space 725

Grabber Manufacturing Co. Inc.
Space 1060-1062 + 1110-1112

Graco Inc.
Space 375

Grand Inc.
Space 1334

Grover Manufacturing Corp.
Space 1118

Heritage Insurance Group
Space 700

The Hess & Eisenhardt Co.
Space 1082-1084 + 1132-1134

Hofmann Corp. ASE
Space 1162-1163

Hunter Engineering Co.
Space 565-570 + 615-620

IAS National Inc.
Space 1300

Jayco Inc.
Space 1352-1354

Kansas Jack Inc.
Space 571-573 + 621-623

Kent Moore Tool Div.
Space 784 + 834

Komfort Koach Inc.
Space 560-563 + 610-613

Krex Inc.
Space 427

L & D Manufacturing Co.
Space 1275-1277 + 1325-1327

Lands Design Inc.
Space 500

Laser Ltd.
Space 252

Life Investors Insurance Co. of America
Space 430

Lighting Systems Ltd.
Space 302

Lloyd Andersen & Co.
Space 1000

SUBARU OFFERS GREATER TRACTION. AND EVEN GREATER TRACTION.

We congratulate all the car makers who finally noticed that front wheel drive improves traction. We, however, introduced our front wheel drive cars over 13 years ago. And we just don't think there's any substitute for experience.

We use this experience to balance the factors — drive train, steering, weight distribution, suspension — which create superb road holding. Even around curves, in rain or snow.

NUMBER ONE WHERE TRACTION IS CONCERN NUMBER ONE.

The people of Maine, Idaho, Alaska, Vermont and West Virginia sure think a lot of our front wheel drive. Subaru is the #1 imported passenger car in those states.* States where good traction is essential.

But if you want an extra measure of safety and traction, we suggest our wagon with "On Demand Four Wheel Drive." It allows you to go from front to four wheel drive with the flick of a lever. On Demand. Without stopping.

WHILE YOU'RE HOLDING ON TO THE ROAD, YOU CAN ALSO HOLD ON TO YOUR MONEY.

Both models also help you keep things under control when it comes to gas mileage.** And both offer plenty of room, with plenty of standard features, like independent suspension on all four wheels for good road adhesion, and power assist disc brakes up front for quick, sure stops.

But the best option of all is deciding what degree of traction you want. Greater. Or even greater.

SUBARU FINANCIAL SERVICES.

Participating Subaru dealers can now offer a lending hand in many different ways. Very attractive finance rates. Insurance. Extended service programs. They don't just take good care of you, they take complete care of you.

SUBARU®
INEXPENSIVE. AND BUILT TO STAY THAT WAY.



FRONT WHEEL DRIVE
STATION WAGON



"ON DEMAND 4WD"
STATION WAGON

* RL POLK AND COMPANY 1981 YTD REGISTRATIONS, DECEMBER 1981.

** 30 EPA EST. MPG. 44 EST. HWY. 1983 EPA ESTIMATES FOR OUR FWD 5-SPEED WAGON. USE EST. MPG FOR COMPARISONS. YOUR ACTUAL MILEAGE WILL PROBABLY BE LESS.

© SUBARU OF AMERICA INC. 1982

Magazine Publishers Association Inc.
Space 377

Make-Ready Inc.
Space 1282 + 1332

Manheim Auctions
Space 928

Mark III Conversions
Space F

Mark VII Productions Inc.
Space 1152

McGard Inc.
Space 334

McMillan & Co.
Space 823

Merrill Lynch Pierce Fenner & Smith Inc.
Space 282

Mike Nicholes Inc.
Space 956

Monroe Systems for Business
Space 1202

NADART-NADIT
Space 765-768 +815-818

NAD Used Car Guide Co.
Space 778-780 + 828-830

National Auto Auction Assn.
Space 963

National Autofinders Inc.
Space 1063 + 1113

National Auto Research Publication
Space 822

National Coach Corp.
Space 452-454 + 502-504

National Controlled Concepts
Space 1013

National Dealer Consultants
Space 400

Norick Brothers Inc.
Space 982 + 1032

Oakleaf & Associates
Space 1065-1073

Obbink Industries Inc.
Space 180

Paige-Ruane Inc.
Space 306

Paulee Equipment Sales Inc.
Space 882-884 + 932-934

Perfection Products Co.
Space 773

Pitcher Doyle Penn Inc.
Space 428

R. L. Polk & Co.
Space 1380

Polyglycoat World Enterprises
Space 1356-1358 + 1406-1408

Quaker State Oil Refining
Space 652-654

Reflexion Industries
Space 1212-1213

The Reynolds & Reynolds Co.
Space 665-673 + 715-723

Rick Galles Corp.
Space 1182-1184 + 1232-1234

Ridgeway Chemicals Inc.
Space 484

R. J. Roberts & Co.
Space 702

Rockwood Inc.
Space R

Roman Wheels Conversions Inc.
Space O

Rusty Jones Inc.
Space 852

Pat Ryan & Associates Inc.
Space 875

Safelok Systems Inc.
Space 1227

Safety-Kleen Corp.
Space 634

Shomco Inc. (Santa Fe Vans)
Space 1382-1384 + 1432-1434

Shure Manufacturing Corp.
Space 880 + 930

Siskin Enterprises Inc.
Space 460-462 + 510-512

Sky-Top Sunroofs Ltd.
Space 662-663 + 712-713

Sno-Way International Inc.
Space 1363

The J. H. Spaulding Co.
Space 178

Specialeyes
Space 632

Starcraft Co.
Space H

Strand Art Co.
Space 326

Stuker & Associates Inc.
Space 477

Sun Electric Corp.
Space 965-973 + 1015-1023

Supra Products Inc.
Space 582

Supreme Corp.
Space 925

Sy Gam Enterprises Ltd.
Space 1177

Telegenix Inc.
Space 584

Tennant Co.
Space 1052

Thermo-Guard Corp.
Space 682 + 732

3-D Auto Frames
Space 1226

3M/Automotive Trades Div.
Space 1154

Total Systems Technology
Space 378

Tra-Tech Corp.
Space B

Tricom Systems Corp.
Space 952-954 + 1002-1004

Triex
Space 225

Trim-Line Inc.
Space 1178-1180 + 1228-1230

Tuff-Kote Dinol Inc.
Space 1115-1117

Ultra-Seal Corp.
Space 1034

Uniroyal Inc.
Space 380

United Dealer Group Inc.
Space 332

U.S. Life Credit Life Insurance Co.
Space 177

Utilimaster Corp.
Space 465-473 + 515-523

VBM Corp.
Space 1006

Wards Communications Inc.
Space 769

Waxcoa
Space 425

Weaver Corp.
Space 463

Western Diversified Life Insurance Co.
Space 532

Western Manufacturing Co.
Space 1360

Wheeler Associates Inc.
Space 534

Winnebago Industries Inc.
Space E

Wynn Oil Co.
Space 1284

Ziebart Rustproofing Co.
Space 284

Zimmer Motor Cars
Space Q

Double Auto-Body Life, Double Car-Care Profit$$$

with the original European wax-base rust preventive

(WHY GAMBLE WITH UNPROVED IMITATIONS?)

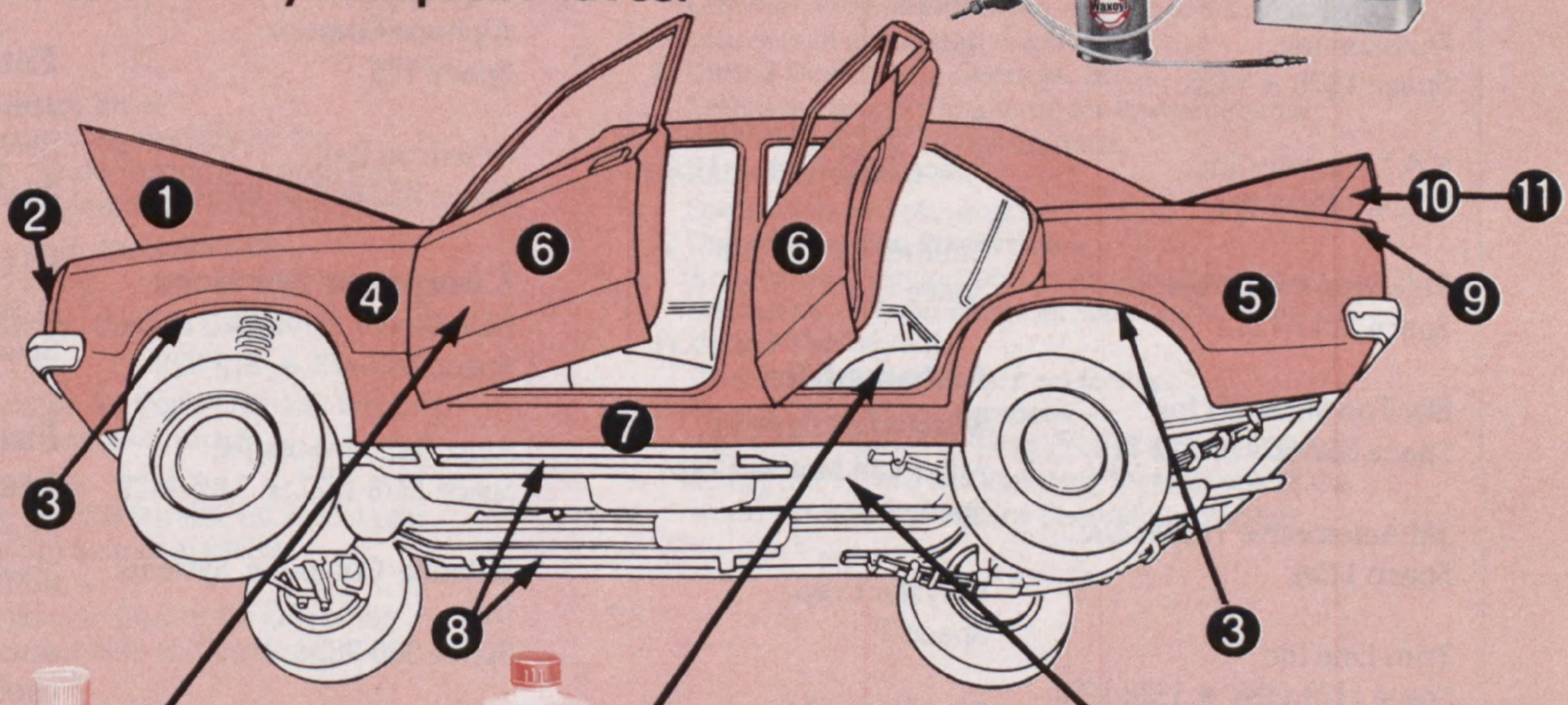
PROFESSIONAL **Waxoyl** ADVANCED TECHNOLOGY CORROSION PROTECTION ®

- Proved worldwide for 43 years, by 60,000 car dealers in 104 countries. Tested by 12 elite car manufacturers and 24 test labs. Acclaimed "superior ...for crevice penetration...resistance to corrosion...exceeding military requirements."
- A high technology compound of waxes and anti-rust electrochemicals. No silicones or tar. No odor, mess, nor drip.
- Exclusive insured $2000 car-life transferable limited warranty.
- Stops further rust in used cars or trucks. Pro-rated limited warranty.
- No holes to drill in car. No separate area needed, no venting.

Simple application with only one gun and two wands, costing under $250.



Jet-atomizes to electro-bond inside pockets and recesses inaccessible to ordinary rust preventives.



PLUS a Total Inner-Outer-Under Protection System



12 GLAZE-GARD Paint Sealant

Hardens to glass-like armor to protect against fading or discoloration. No more waxing or polishing.



13 FAB-GARD Upholstery Protection

Clear-coats fibres and threads. Waterproof, soil-repellent. "Beads up" spills for easy wipe-off. Preserves showroom newness.



14 SOUND-GARD Undercoat

Rubberized sound insulation. A full corrosion shield, effective against pebble abrasion.

Be first in your area to phone for the AUTOMOTIVE INTERNATIONAL Car-Care Profit PROGRAM.

SEE US AT NADA BOOTHS 660-710.

AUTOMOTIVE AI INTERNATIONAL, INC.

Exclusively distributed and serviced in the Caribbean, North America, Australia, and New Zealand by

AUTOMOTIVE INTERNATIONAL, INC.

11308 Tamarco Drive, Cincinnati, Ohio 45242
Phone: toll-free 1-800-543-7156.
(In Ohio or Canada, collect: 1-513-489-7883)

(For more information circle # 11)

AUTOMOTIVE INTERNATIONAL 11th ANNIVERSARY

Classification Index

Accessories/ Aftermarket
ARA/Motorola
Space M

ASC Inc./American Sunroof
Space 656-568 + 706-708

Auto Care Center Inc.
Space 1430

Autoleather Guild
Space 984

Control Inc./Aids Inc.
Space 227

Dawn Enterprises Inc.
Space 1225

Deluxe Molding Co. Inc.
Space 878

Durakon Inc.
Space 1376 + 1428

E & G Classics Inc.
Space 1402-1404

Reflexion Industries
Space 1212-1213

Sky-Top Sunroofs Inc.
Space 662-663 + 712-713

3M/Automotive Trades Div.
Space 1154

Trim-Line Inc.
Space 1178-1180 + 1228-1230

Accounting Forms
Norrick Brothers Inc.
Space 982 + 1032

Advertising & Promotion
Consign A Car of America
Space 513

Davis-Newman-Payne Advertising Co.
Space 230

Mark VII Productions Inc.
Space 1152

Rick Galles Corp.
Space 1182-1184 + 1232-1234

Auctions
Manheim Auctions
Space 928

National Auto Auction Association
Space 963

Automotive Conversions
American Custom Coachworks
Space A

The Hess & Eisenhardt Co.
Space 1082-1084 + 1132-1134

Zimmer Motor Cars
Space Q

Automobile Manufacturers
American Motors Corp.
Space N

Chrysler Corp.
Space T

Ford Motor Co.
Space D

General Motors Corp.
Space J

Car Washing, Waxing & Polishing Equipment
Bivens Winchester Corp.
Space 1256-1258 + 1306-1308

Broadway Equipment Co. Inc.
Space 182-184 + 232-234

Ceccato
Space 900

IAS National Inc.
Space 1300

Make-Ready Inc.
Space 1282 + 1332

Waxcoa
Space 425

Cleaning Equipment
Tennant Co.
Space 1052

Communications Equipment
Aiphone Corp.
Space 176

American Bell
Space 552-554 + 602-604

Computer Services
ADP Dealer Services
Space 865-873 + 915-923

Auto Tell Services Inc.
Space 1375-1377 + 1425-1427

Balance Computer Systems Inc.
Space 960-962

DCI Computer Systems Inc.
Space 482

Display Data Corp.
Space 1165-1173 + 1215-1223

Monroe Systems for Business
Space 1202

Oakleaf & Associates
Space 1065-1073

The Reynolds & Reynolds Co.
Space 665-673 + 715-723

Dealership Management Services
Art Niemann & Co.
Space 226

Automotive Management Group Inc.
Space 1054 + 1104

Automotive Service Consultants
Space 525-527

Mike Nicholes Inc.
Space 956

Telegenix Inc.
Space 584

Tricom Systems Corp.
Space 952-954 + 1002-1004

Wheeler Associates Inc.
Space 534

Estate Planning
Joe Gandolfo CLU & Associates
Space 704

Merrill Lynch Pierce Fenner & Smith Inc.
Space 282

Finance & Insurance
Adesco-Minnehoma
Space 810

American Bankers Insurance Group Inc.
Space 958 + 1008

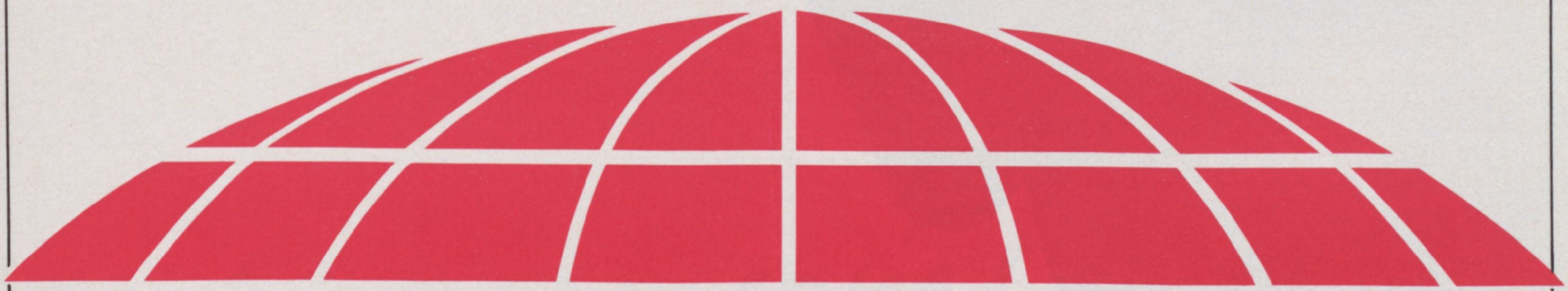
American Hardware Mutural Insurance
Space 275

Auto Tell Services Inc.
Space 1375-1377 + 1425-1427

Coin Financial Systems
Space 770-772

(Continued on page 68)

COME IN UNDER THE UDG UMBRELLA



"As a dealer or general agent, it's comforting to do business with one company that constantly provides their dealers and agents with new, dealer profit oriented products, insured by the world's largest insurance companies. This is our commitment to you."

Marv Cowdrey
—President

1. **United Dealer Group, Inc.—**
   Service contract marketing throughout the continental U.S.A. Underwritten by one of the largest insurance conglomerates in the world.
2. **United Dealer Group, Australia LTD—**
   Australia, New Zealand.
3. **United Dealer Group, Canada LTD—**
4. **United Unigard—**
   Used car high mileage. Six point program, first day coverage. Up to 24 months coverage.
5. **United Unigard Plus—**
   Used cars eligible to 100,000 miles, no model year restrictions. Premium finance available.
6. **United Financial Inc.—**
   An exclusive program to finance the sale of the service contract on our new and used car programs. At 10% APR.
7. **United Credit Insurance, Corporation—**
   Credit life and dealer development.
8. **United Dealer Group, Leaseguard Corporation—**
   Dealer and independent leasing program.
9. **United Marketing Concepts—**
   Provide a proven successful service contract follow-up program targeted to anyone who declined a contract initially. This dealer direct mail Recovery & Retention Program costs you nothing and increases your service absorption dramatically.
10. **United Dealer Tele-Services, Inc.—**
    Telephone solicitor follow-up for low penetration dealers regarding service contracts.
11. **United Bestguard—**
    Specialized used car program.
12. **United Guardian Protection—**
    An unlimited service contract insuring against rust perforation. We can rustproof 5000 cars an hour.
13. **United Theftshield—**
    Dealer and consumer theft protection.
14. **United Dealer Development—**
    Programs designed to assist dealers in better cash management, and tax sheltering through one of the world's largest and leading financial institutions.

For more information and an agent in your area call our toll free number today: **800-528-3602.** In Arizona call **602-954-8555.**
In Canada call **1-800-387-7910.**

WE STILL HAVE ROOM FOR YOU UNDER THE UDG UMBRELLA.

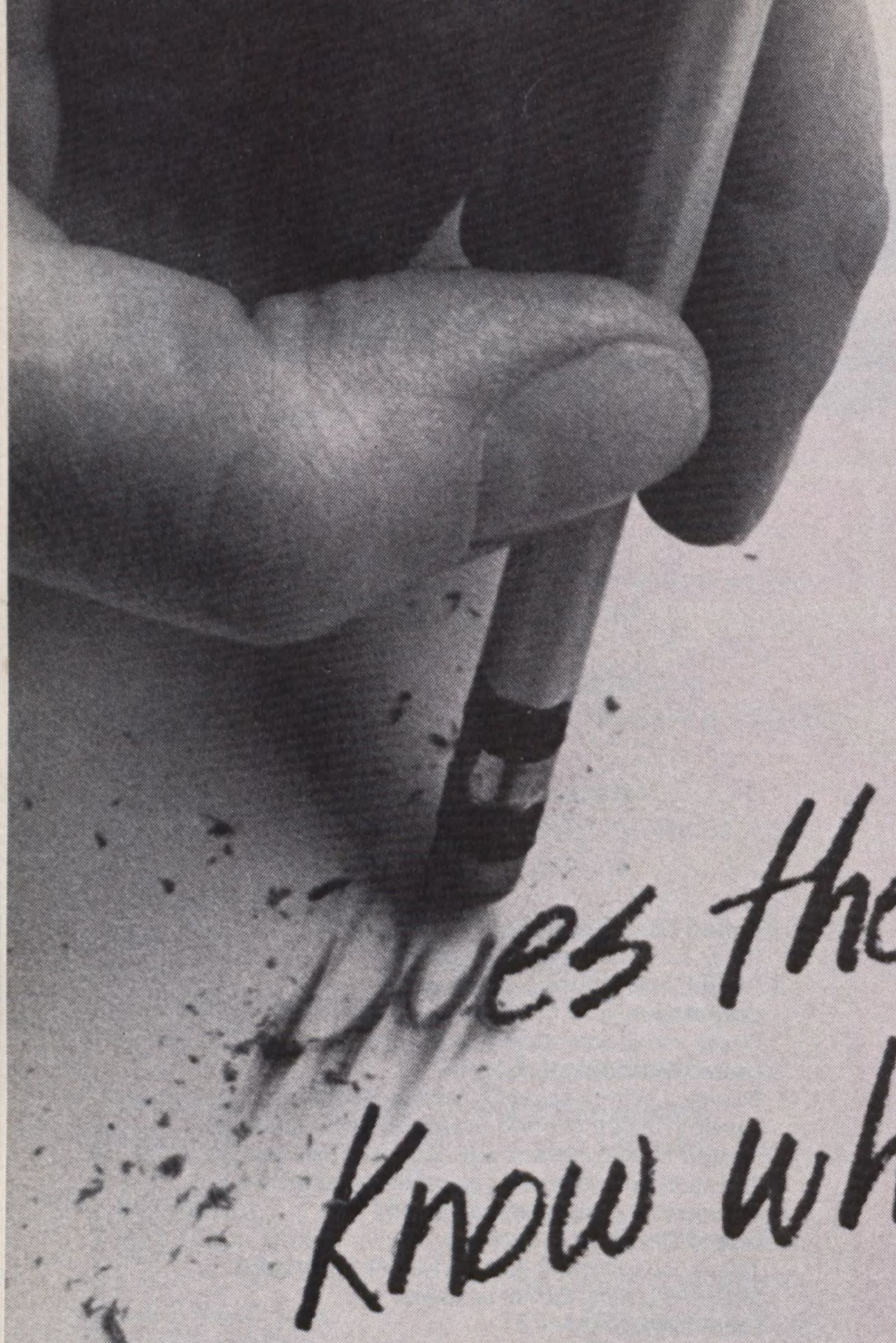
UDG

UNITED DEALER GROUP

Financial & Insurance Marketing
3020 East Camelback Road, Suite #195, Phoenix, AZ 85016

Agent Inquiries Invited.

(For more information circle # 59)



Does it sometimes seem that there's a diabolic plan to make your company's best efforts cancel each other out?

Do your people seem to work at cross-purposes, instead of in concert?

Does the right information never seem to get to the right place at the right time?

If so, your company isn't alone.

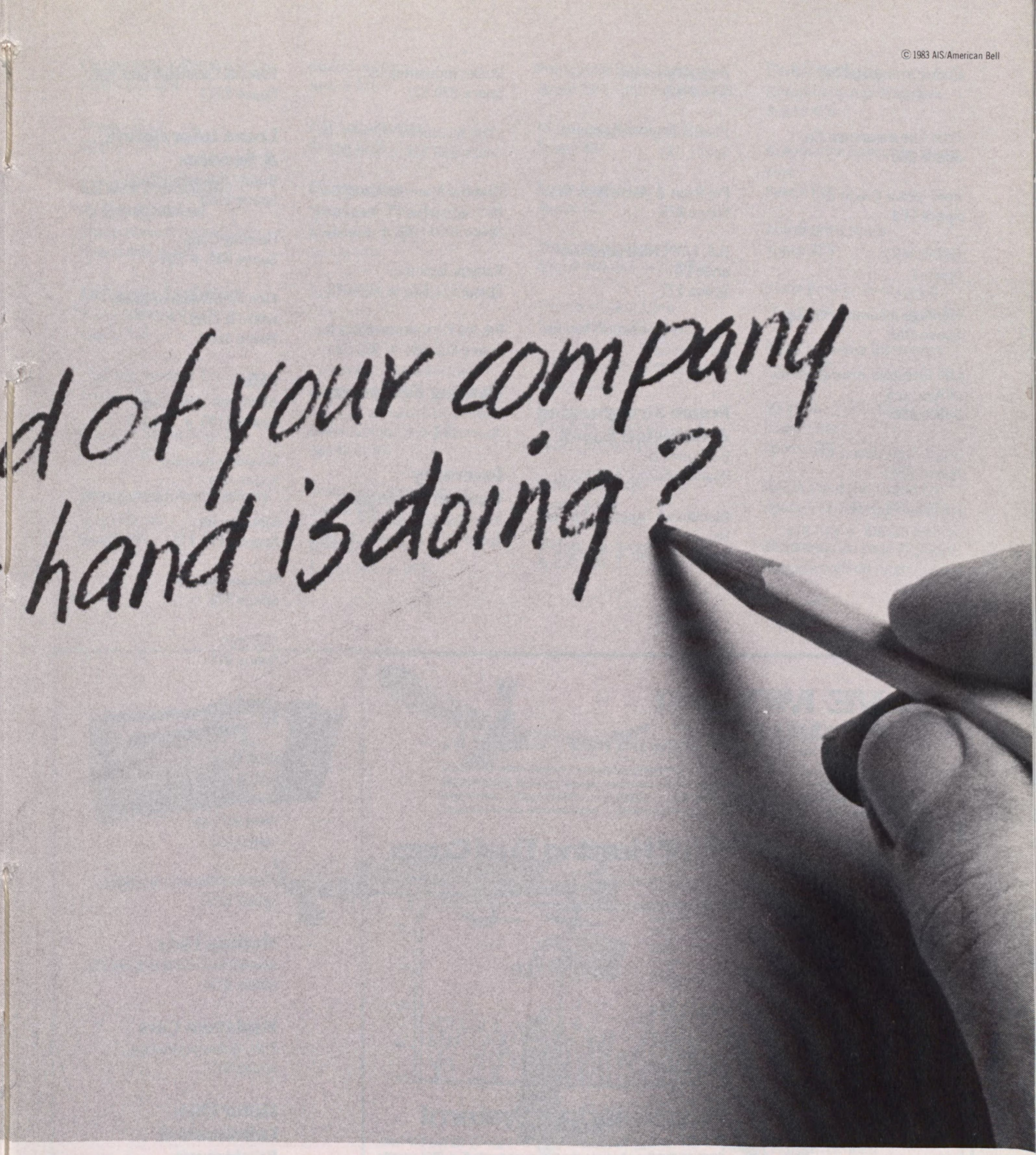
When it comes to white-collar productivity, slow growth (so slow that many call it no growth) has become an embarrassment.

Which isn't to say today's office workers are lazy. They're not. They're working harder than ever, just as you are.

But they're bedeviled by too many meetings. Overwhelmed by too much information.

© 1983 AIS/American Bell

d of your company hand is doing?



They're asked to spend too much time pushing paper, rather than using their brains.

There is an answer—and AIS/American Bell has it.

We have the products, the know-how, and the systems to help your company manage time and move information.

So you and your people can think smarter, act faster, work happier.

Visit AIS, Booth 552, at the N.A.D.A. Equipment Expo in Las Vegas. We'll help you work in harmony.

AIS American Bell
Advanced Information Systems

(For more information circle # 4)

(Index from page 64)

Ford Life Insurance Co.
Space 260

Ford Motor Credit Co.
Space 263

GMAC/MIC
Space I

Heritage Insurance Group
Space 700

Life Investors Insurance Co. of America
Space 430

Lloyd Andersen & Co.
Space 1000

NADART/NADIT
Space 765-768 + 815-818

Paige-Ruane Inc.
Space 306

Pitcher Doyle Penn Inc.
Space 428

Pat Ryan & Associates Inc.
Space 875

U.S. Life Credit Life Insurance Co.
Space 177

Western Diversified Life Insurance Co.
Space 532

Frame Straightening & Collision Repair

Bee Line Co.
Space 278-280 + 328-330

Blackhawk, Applied Power Inc.
Space 478-480 + 528-530

Buske Industries Inc.
Space 820-821

Chief Automotive Systems Inc.
Space 856-858 + 906-908

Grabber Manufacturing Co. Inc.
Space 1060-1062 + 1110-1112

Kansas Jack Inc.
Space 571-573 + 621-623

Paulee Equipment Sales Inc.
Space 882-884 + 932-934

Heating Equipment

Perfection Products
Space 773

Inventory Control Systems

Auto Tell Services Inc.
Space 1375-1377 + 1425-1427

National Controlled Concepts
Space 1013

Lease Information & Services

Bundy American Corp.
Space 1102

Genway Corp.
Space 684 + 734

First Pennsylvania Bank/ Lease It Corp.
Space 819

Lifts

American Unic Corp.
Space 1160 + 1210

Benwil Industries
Space 802

Cee-Gee Inc.
Space 1119-1121

Dresser Wayne
Space 327

Gilbarco
Space 813

Grand Inc.
Space 1334

VBM Corp.
Space 1006

Weaver Corp.
Space 463

Western Manufacturing Co.
Space 1360

Mailing Lists

American Business Lists Inc.
Space 476

Miniature Cars

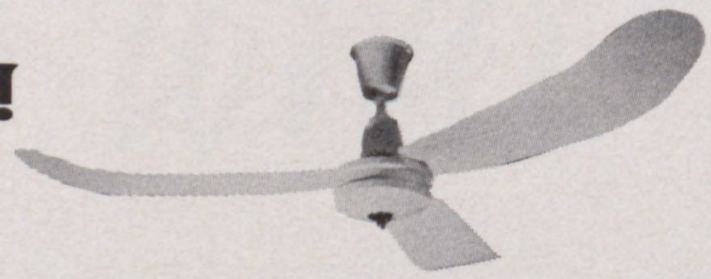
F.W. & Associates Inc.
Space 913

Motor Oils, Lubricants & Equipment

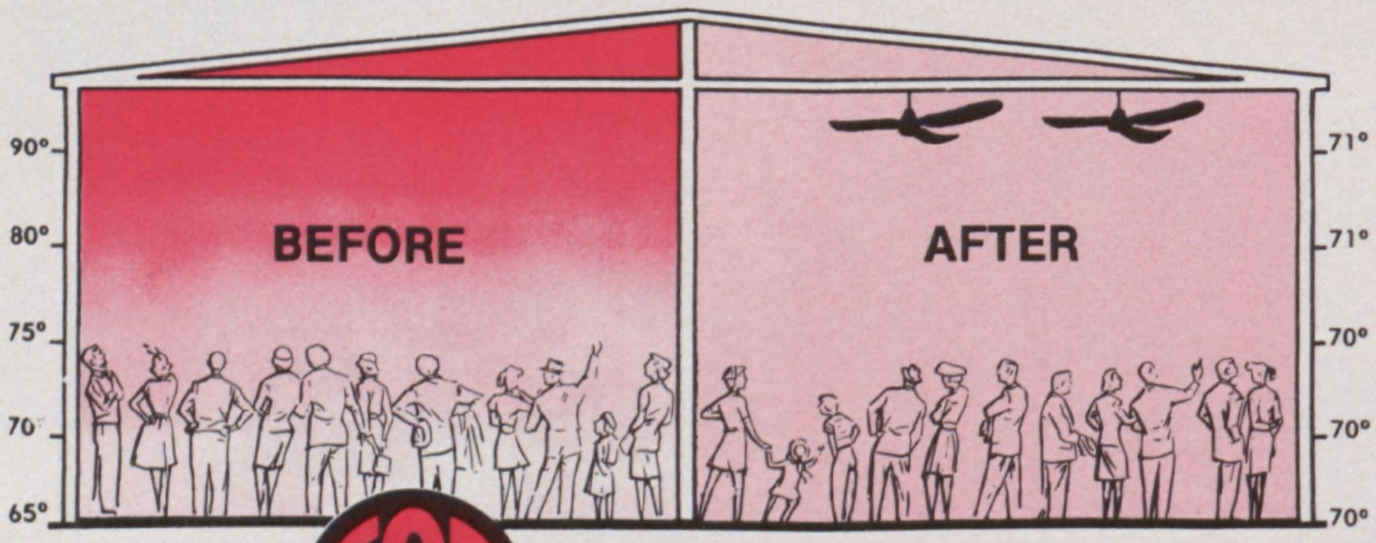
Grover Manufacturing Corp.
Space 1118

Krex Inc.
Space 427

SAVE MONEY!
With Products from ESP



Save Up to 40% of Heating Fuel Costs



with ESP Recirculating System!

The ESP Energy Recirculating System gently forces the heat down to the floor to keep the thermostat satisfied. This greatly reduces the number of times your furnace is called on for heat.

800-548-7199
IN MONTANA • 406-252-0480

WRITE:
ENERGY SAVINGS PRODUCTS
P.O. BOX 311
BILLINGS, MONTANA 59103

(For more information circle # 25)

Quaker State Oil Refining Co.
Space 652-654

Wynn Oil Co.
Space 1284

Office Furniture & Equipment

Shure Manufacturing Corp.
Space 880 + 930

Outdoor Lighting

Elsco Lighting Products Inc.
Space 325

Lighting Systems Ltd.
Space 302

The J. H. Spaulding Co.
Space 178

Promotion/Incentives

Specialeyes
Space 632

Strand Art Co.
Space 326

3-D Auto Frames
Space 1226

Protective Sealant Products

Audiovox Corp.
Space 910

Automotive International Inc. (Waxoyl)
Space 660 + 710

Carecraft Industries Inc.
Space 1010-1012

Dawn Enterprises Inc.
Space 1225

Deep Seal International
Space 308

ECP Inc.
Space 254 + 304

Polyglycoat World Enterprises
Space 1356-1358 + 1406-1408

Ridgeway Chemicals Inc.
Space 484

Rusty Jones Inc.
Space 852

Siskin Enterprises Inc.
Space 460-461 + 510-512

Thermo-Guard Corp.
Space 682 + 732

Total Systems Technology
Space 378

Tuff-Kote Dinol Inc.
Space 1115-1117

Ultra-Seal Corp.
Space 1034

Ziebart Rustproofing Co.
Space 284

Publications

Automotive Age Magazine
Space 475

Automotive Executive Magazine
Space R-8

Automotive News
Space 228

Black Enterprise Magazine
Space 175

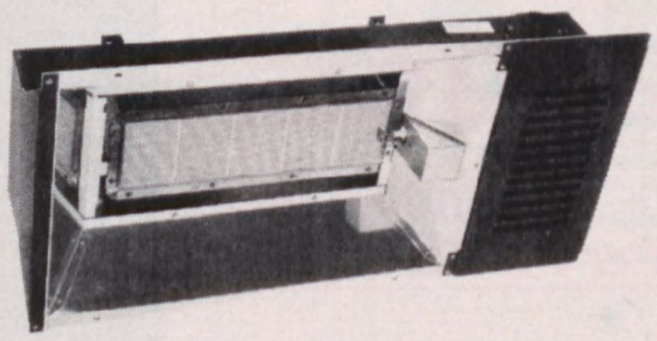
Encyclopaedia Britannica
Space 277

Magazine Publishers Association Inc.
Space 377

NADA Used Car Guide Co.
Space 778-780 + 828-830

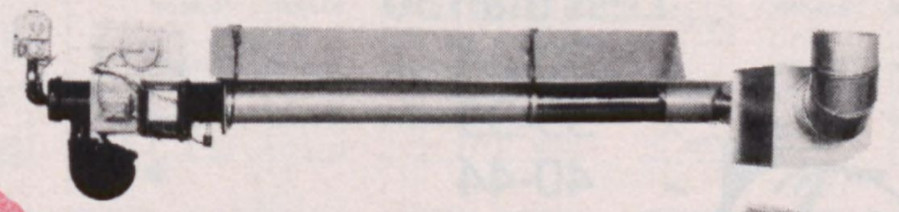
(Continued on page 72; Floor Plan appears on page 71)

THE MONEY MAKERS



JK SERIES - HIGH INTENSITY HEATERS

Ideal for installation in high bay and low bay buildings, industrial plants, automotive service areas, commercial warehouses and all types of service agencies. The burners of stainless steel assures long, dependable life and maintenance free service. JK and PJ feature the original Schwank ceramic tile.





THE ALL NEW JP INFRA-RED RADIANT TUBE GAS HEATERS

Unique gas burner provides complete combustion within specially designed radiant tube heater.
Pressurized power burner.
Solid state electronic ignition control with 100% safety .
Direct spark ignition.

PJ/JIL PORTABLES

100% Safety shutoff
Efficient Utilization of fuel
Instant heating
Noiseless and Draftless
Mercury Safety Tip Switch

Perfection Schwank Infra-Red Gas Heaters

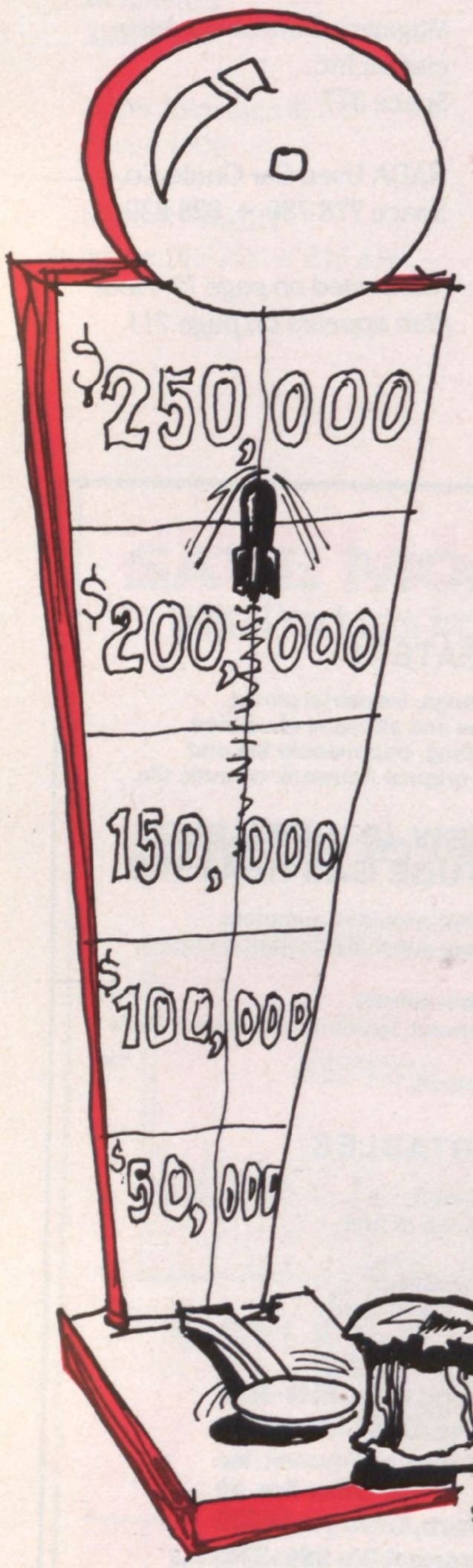
Leaders In Heaters For Over 80 Years

Perfection Infra-Red
Perfection Products Company
A Division of Schwank, Inc.
Post Office Box 40
Waynesboro, Georgia 30830
Phone 404-554-2101
Telex 545 441

SEE US AT BOOTH 773

(For more information circle # 49)

Look . . . at what The Franchised Dealer Group Insurance Plan is OFFERING!



- $250,000 Term Life Insurance Coverage for Dealers if enrolled in NADIT's Executive Life Plan.
- $200,000 Term Life Insurance Coverage if *not* enrolled in the Executive Life Plan.
- $125,000 Term Life Insurance Coverage available for your spouse.
- 10% Stock ownership required for participation.

At New Reduced Rates

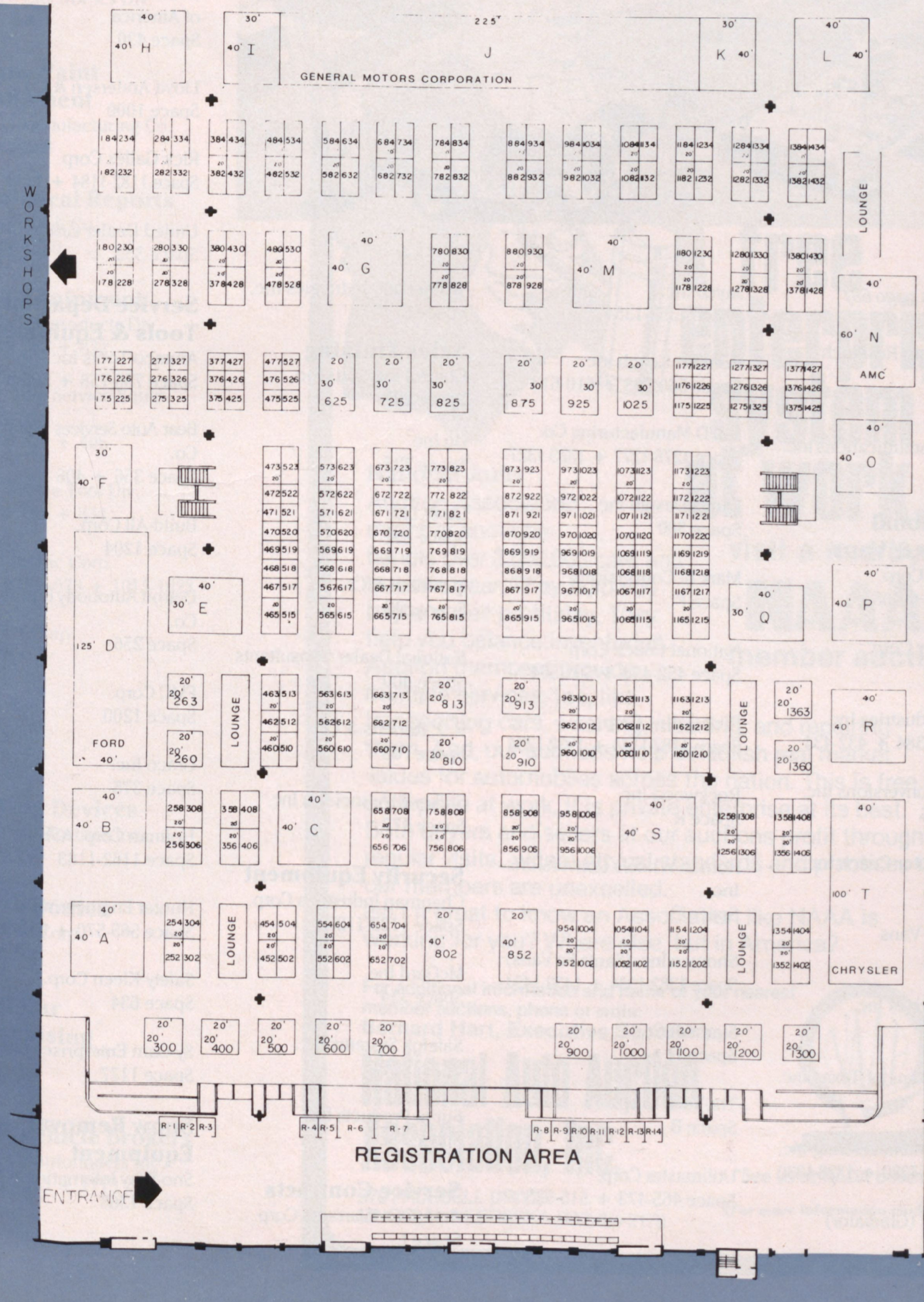
Age of Insured	Monthly Cost Per $1,000 of Insurance
Less than 30	$ .05
30-34	.08
35-39	.12
40-44	.18
45-49	.30
50-54	.60
55-59	1.00
60-64	1.60
65-69	2.30
70 and over	4.00



Administered by:
National Automotive Insurance and Service Agency, Inc.
8400 Westpark Drive
McLean, Virginia 22102
(703) 821-7165

(For more information circle # 41)

Exposition floor plan
Las Vegas convention center





(Index from page 69)

National Auto Research Publication
Space 822

Wards Communications Inc.
Space 769

Recreational Vehicles & Vans

Advantage Corp.
Space 358 + 408

The Bentley Corp.
Space G

Bivouac Industries Inc.
Space 382-384 + 432-434

Carriage Conversions Inc.
Space 1025

Century Motor Coach Inc.
Space 825

Contempo Vans
Space S

Elk Enterprises Inc.
Space 1100

Excalibur Vans of Texas Inc.
Space 300

Exclusive Manufacturing Inc.
Space 1278-1280 + 1328-1330

Glaval Inc. (Gladiator)
Space P

Jayco Inc.
Space 1352-1354

Komfort Koach Inc.
Space 560-563 + 610-613

L & D Manufacturing Co.
Space 1275-1277 + 1325-1327

Lands Design Inc.
Space 500

Mark III Conversions
Space F

National Coach Corp.
Space 452-454 + 502-504

Rick Galles Corp.
Space 1182-1184 + 1232-1234

Rockwood Inc.
Space R

Roman Wheels Conversions Inc.
Space O

Shomco Inc. (Santa Fe Vans)
Space 1382-1384 + 1432-1434

Starcraft Co.
Space H

Tra-Tech Corp.
Space B

Utilimaster Corp.
Space 465-473 + 515-523

Winnebago Industries Inc.
Space E

Sales Training

Control Inc./Aids Inc.
Space 227

Go Inc.
Space 725

Laser Ltd.
Space 252

McMillan & Co.
Space 823

National Dealer Consultants
Space 400

R. J. Roberts & Co.
Space 702

Stuker & Associates Inc.
Space 477

Security Equipment

Chapman Industries Corp.
Space 1122-1123

McGard Inc.
Space 334

Safelok Systems Inc.
Space 1227

Supra Products Inc.
Space 582

Service Contracts

American Warranty Corp.
Space L

Auto Care Extended Service Corp.
Space 276

First American Warranty Corp.
Space 625

General Warranty Corp.
Space C

Life Investors Insurance Co. of America
Space 430

Lloyd Andersen & Co.
Space 1000

Rick Galles Corp.
Space 1182-1184 + 1232-1234

United Dealer Group Inc.
Space 332

Service Department/ Tools & Equipment

Ammco Tools Inc.
Space 756-758 + 806-808

Bear Auto Services Equipment Co.
Space 356 + 406

Build-All Corp.
Space 1204

Detroit Autobody Equipment Co.
Space 256

FMC Corp.
Space 1200

Graco Inc.
Space 375

Hofman Corp. ASE
Space 1162-1163

Hunter Engineering Co.
Space 565-570 + 615-620

Safety-Kleen Corp.
Space 634

Sy Gam Enterprises Ltd.
Space 1177

Snow Removal Equipment

Sno-Way International Inc.
Space 1363

Sound Systems
ARA/Motorola
Space M

Audiovox
Space 910

Clarion Corp. of America
Space 600

Delco Electronics Div.
Space K

Spray Paint Equipment
Binks Manufacturing Co.
Space 258

Statistical Reports
R. L. Polk & Co.
Space 1380

Test Equipment
Allen Testproducts Div.
Space 782 + 832

Bear Auto Service Equipment Co.
Space 356 + 406

Kent Moore Tool Div.
Space 784 + 834

Sun Electric Corp.
Space 965-973 + 1015-1023

Weaver Corp.
Space 463

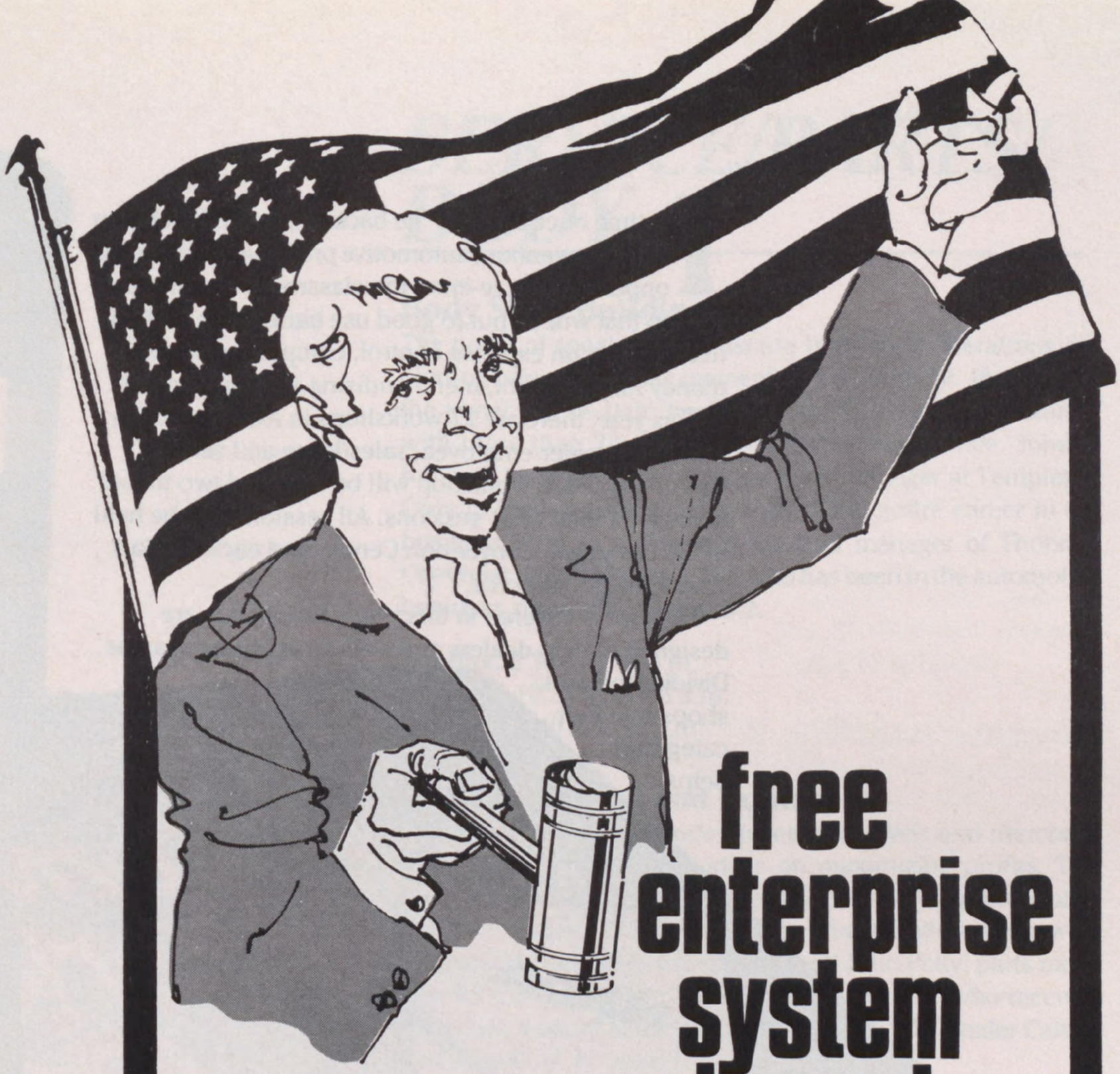
Tires
Uniroyal
Space 380

Towing Devices
Obbink Industries Inc.
Space 180

Truck Bodies
Supreme Corp.
Space 925

Used Car Franchising
Triex
Space 225

Used Vehicle Brokers
National Autofinders Inc.
Space 1063 + 1113



free enterprise system at work...

visit a nearby

NAAA

member auction

National Auto Auction Association member auctions handle over 3,000,000 cars and trucks a year. They help you buy and sell profitably. They help you balance inventories. Auction members provide multiple services, too, like transporting cars, washing, cleaning, and repairing them. And, our auctions help establish real market values for automobiles across the nation. This is free enterprise at work. It is private enterprise at its best. Both buyers and sellers at our auctions profit through regular visits...where ethical standards and practices by our members are unexcelled.
Isn't it great to know an Association like NAAA is working for you? Where else, but in America?

For additional information and name of your nearest member auctions, phone or write:
Bernard Hart, Executive Secretary

National Auto Auction Association, Inc.

5701 RUSSELL DRIVE
LINCOLN, NEBRASKA (402)464-2170

"See us at NADA booth 963."

(For more information circle # 44)

It's time once again to "go back to school." Each year at the convention, automotive professionals take the opportunity to re-enter the classroom to gain information that will be put to good use back home in their dealerships: on expense control, computer selection, money management, merchandising and much more.

This year, there are 27 workshops in four categories: business, dealer/employee, sales/lease and service/parts/body. Each workshop will be repeated two to four times for a total of 91 sessions. All sessions will be held in the Las Vegas Convention Center, and each will last 1 hour and 15 minutes.

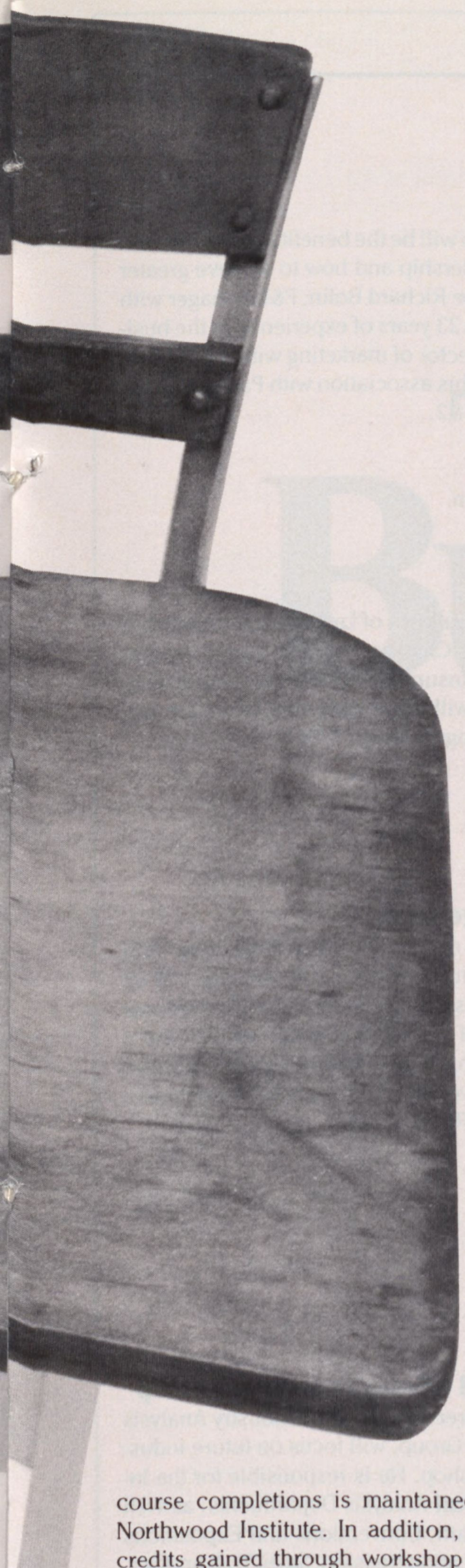
The topics covered in this year's workshops are designed to help dealers and staff in all business areas. Dividing the workshops into four categories helps dealers target their needs in a specific area, or choose the widest range possible. Either way, you can't lose!



In the business category, for example, there are workshops about chain operations, computer selection and internal control, among others. Included in the dealer/employee area are topics like dealer image in the community, estate planning and how to be a better communicator. Sales/lease workshops include managing the new-vehicle department, opportunities in leasing and professional selling. Some of the service/parts/body workshops include parts marketing and control, service merchandising and body shop building. In short, there's something for everyone!

And this year something new has been added to the workshops: educational credit. A continuing education unit (CEU) program, developed by NADA this year, will recognize workshop participants.

CEUs are a measure of organized study (related to occupation) that a person completes. They are similar to course credits at a college or university, but are awarded to individuals for non-degree educational activities. One CEU equals 10 hours of participation in an organized learning program. Certificates acknowledging CEU credits are awarded to participants as earned, and a permanent CEU record of all NADA



course completions is maintained by Northwood Institute. In addition, CEU credits gained through workshop participation can be converted to college credit towards degree programs at Northwood.

To receive CEU credit at the convention, individuals must attend a minimum of four of the 27 workshops being offered.

The following list of workshops is arranged alphabetically by category.

SERVICE/PARTS/ BODY

Body Shop Building

The panel of speakers will discuss body shop operations, including personnel, management and equipment. Moderating the panel will be Dale Turner, an NADA 20-Group consultant with more than 20 years of automotive experience. Joining him will be Ron Palmer, general body manager at Templeton Olds in McLean, VA, who has spent his entire career in the business; and Ron Thorstad, general manager of Thorstad Chevrolet Inc. in Madison, WI, who has been in the automotive business since 1962. Room E-2.

Sunday, 2:30 to 3:45 p.m.
Monday, 10:30 to 11:45 a.m.
3:00 to 4:15 p.m.

Parts Marketing and Control

This workshop will include inventory analysis and merchandising tips and will offer ideas on maximizing profits. The speakers will be Wes Rydell, president of Rydell Chevrolet-GMC Inc. in Grand Forks, ND, a second-generation dealer with 25 years of dealership experience; and John Petty, parts manager for Covington Pike Toyota in Memphis, TN, who recently served on a panel of parts experts for the NADA Dealer Candidate Academy. Room E-1.

Sunday, 1:00 to 2:15 p.m.
4:00 to 5:15 p.m.
Monday, 9:00 to 10:15 a.m.
1:30 to 2:45 p.m.

Service Management: NADA Service Systems

Jack O'Neill, manager of the NADA Service Systems Program, and Bob Frawley, director of the NADA Marketing Division, will lead this workshop on service department management. Participants should bring a calculator and their latest financial statement. The group will work with their own figures to determine whether they have problems, to which the speakers will offer solutions. Room G-2.

Sunday, 2:30 to 3:45 p.m.
Monday, 9:00 to 10:15 a.m.
1:30 to 2:45 p.m.
Tuesday, 9:00 to 10:15 a.m.

Service Merchandising

Ideas on merchandising, advertising and ways of competing with mass merchandisers will be offered during this workshop. The speakers will be David Phillips, president of David J. Phillips Buick-Pontiac-Opel-Mazda in California, who has been an active member of the NADA 20 Groups for 12 years; and Allen Joppa, an instructor for the NADA Dealer Candidate Academy and a consultant for the NADA 20-Group Program, who has been in the car business for 24 years. Room E-3.

Sunday, 1:00 to 2:15 p.m.
4:00 to 5:15 p.m.
Monday, 10:30 to 11:45 a.m.
3:00 to 4:15 p.m.

BUSINESS

Chain Operations: How to Get to Three or More

Tom Ehlers, director of the NADA 20-Group Program, will lead a discussion on operating multi-dealerships. The session covers management, personnel and organization. Also on the panel will be John Williamson of the Key Royal Automotive Co. and Bob Rosenthal of the Geneva Management Co. Room T-1&3.

Sunday, 2:30 to 3:45 p.m.
Monday, 10:30 to 11:45 a.m.
3:00 to 4:15 p.m.

Computer Selection

Gregory Sutliff, president of Sutliff Chevrolet Co. in Harrisburg, PA, and an NADA Director, will pose during this workshop as a "typical" dealer shopping for a full-service computer system. Company representatives Glenn Marschel (Automatic Data Processing), Edward Zentz (Reynolds & Reynolds), Richard Gutermuth (Display Data Corp.) and David Leventhal (Auto Tell Services Inc.) will each propose a computer package for this "typical" dealer, commenting on training, maintenance and amount of computerization desirable. Room R-1&3.

Sunday, 2:30 to 3:45 p.m.
Monday, 10:30 to 11:45 a.m.
3:00 to 4:15 p.m.
Tuesday, 9:00 to 10:15 a.m.

The Effect of Recent Tax Rules on Dealerships

The purpose of this workshop is to make dealers aware of how to use tax laws to their greatest benefit. Topics covered will include lease and rental, LIFO and rehabilitation of buildings. The speaker will be Harold G. DeValk, founder and principal owner of The DeValk Associates, a CPA firm specializing in accounting services for automobile, truck and equipment dealerships. He has more than 20 years experience in the automotive industry. Room S-1&3.

Sunday, 2:30 to 3:45 p.m.
Monday, 10:30 to 11:45 a.m
3:00 to 4:15 p.m.
Tuesday, 9:00 to 10:15 a.m.

Expense Control

Rolf Ruehring, management consultant for the NADA 20 Groups, and J. Roger Williams, president of Jack Williams Chevrolet Inc. and Williams Chrysler Plymouth Imperial Inc., will lead this workshop. The speakers will highlight important expense areas in the dealership that should be closely monitored, including forecasting and department performance analysis. Room S-2&4.

Sunday, 1:00 to 2:15 p.m.
Monday, 9:00 to 10:15 a.m.
1:30 to 2:45 p.m.
Tuesday, 9:00 to 10:15 a.m

F&I Profit or Loss

Discussed in this workshop will be the benefits of a successful F&I department in the dealership and how to achieve greater profits. The speakers will be Richard Bolin, F&I manager with the Motor Inn Co., who has 23 years of experience in the business; and Bob Harkins, director of marketing with the Subaru-Ryan Program, who began his association with Pat Ryan & Associates in 1973. Room P-1&2.

Sunday, 1:00 to 2:15 p.m.
4:00 to 5:15 p.m.
Monday, 10:30 to 11:45 a.m.
3:00 to 4:15 p.m.

Internal Control

Theodore Cesarz and Tim Guiheen of Laventhol & Horwath, a large CPA firm located in Chicago, will be joined by Jim Fagiano of Fireman's Fund Insurance Co. in a discussion of internal "profit leaks." They will cover computer fraud, preventive measures and danger signs. Room T-2&4.

Sunday, 4:00 to 5:15 p.m.
Monday, 9:00 to 10:15 a.m.
1:30 to 2:45 p.m.

Smart Money Management

This workshop will focus on cash mobilization, long- and short-term cash requirements and risks. The speaker will be Spencer Fullerton, vice-president of Security Pacific National Bank, Los Angeles, CA, and marketing manager of the bank's Consumer Services Division. He is a certified credit executive and a graduate of the University of Wisconsin Management School of Bank Marketing. Room R-2&4.

Sunday, 1:00 to 2:15 p.m.
4:00 to 5:15 p.m.
Monday, 9:00 to 10:15 a.m.
1:30 to 2:45 p.m.

Ten Forces That Will Shape Your Dealership

John J. Ferron, executive director of NADA's Industry Analysis and Dealership Operations Group, will focus on future industry trends during this workshop. He is responsible for the Industry Analysis and Statistical Analysis Departments, as well as NADA's 20-Group Program, Conventions and Expositions Division, Management Education Division, Sales Trak and Service Systems. In addition, he supervises NADA's American Truck Dealers Division. Room P-1&2.

Sunday, 2:30 to 3:45 p.m.
Monday, 1:30 to 2:45 p.m.

(Workshops continued on page 78)

Tilt-Wheel means

Business.

$105 M.S.R.P. Up to $100 resale.*

Your small car customers can
get two years of Tilt-Wheel comfort
for practically nothing because of
the added value Tilt-Wheel
offers at resale.

*Based on Blue Book, Red Book and
N.A.D.A. used car guides for two-year-old GM cars.

Tilt-Wheel Steering
SAGINAW STEERING GEAR DIVISION
GENERAL MOTORS CORPORATION

What could be more basic to selling small-car comfort?

(For more information circle # 53)

DEALER/EMPLOYEE

Dealer Image in the Community

Discussed in this workshop will be the importance of developing a solid image in your community. Topics will include the benefits of good public relations, the right image for you and advertising through community involvement. The speaker will be Dick Strauss, president and owner of Dick Strauss Ford in Richmond, VA. He is also the winner of the 1982 *Time* Magazine Quality Dealer Award. Room A-4.

Sunday, 4:00 to 5:15 p.m.
Monday, 9:00 to 10:15 a.m.
3:00 to 4:15 p.m.
Tuesday, 9:00 to 10:15 a.m.

Eliminating Manager Burnout

Robert Moawad, president of United Learning Institute Inc., a private training and educational consulting firm in Tacoma, WA, will focus on creating a better environment for dealership management personnel. He will discuss the warning signs of "burnout" and how to increase personnel effectiveness. Proceeding his training and consulting career, Moawad was a professional educator who taught psychology classes. He has conducted workshops, seminars and presentations to nearly two million people throughout the U.S. Room A-5.

Sunday, 1:00 to 2:15 p.m.
4:00 to 5:15 p.m.
Monday, 9:00 to 10:15 a.m.
1:30 to 2:45 p.m.

Estate Planning:
I: Common Pitfalls of Estate Planning

Paul West, manager of the NADA Estate Planning Department, and Grover Lewis, an NADA estate planner, will review common shortcomings in dealers' estate plans.

II: Saving Estate Taxes on Dealership Transfers

Paul West will discuss estate planning techniques that can be useful in planning an efficient and orderly transfer of dealership interests to family members or business associates.

III: Use of Trusts in Dealers' Estate Plans

Grover Lewis will focus on reducing income and estate taxes with different types of trusts. Room G-1.

I: Sunday, 1:00 to 2:15 p.m.
II: Monday, 10:30 to 11:45 a.m.
III: Monday, 1:30 to 2:45 p.m.

Franchise Succession Rights

Discussions in this workshop will center around successorship procedures and dealer/factory relations. The speakers will be Walter Huizenga, executive director of the NADA Legal and Regulatory Group; Marie Brooks, who runs Ellis Brooks Chevrolet, San Francisco, CA; and Mike Fowler, of Fowler Toyota, a Dealer Academy student. Room A-2.

Sunday, 2:30 to 3:45 p.m.
Monday, 10:30 to 11:45 a.m.
3:00 to 4:15 p.m.

How to be a Better Communicator in Business

Frank A. Patterson Jr., president of Motivational Concepts Inc., an organization that specializes in teaching the art of communication, will lead this workshop. He has 22 years of teaching experience. He will give workshop participants advice on how to listen effectively, respond in difficult situations and produce agreements. Room A-1.

Sunday, 1:00 to 2:15 p.m.
4:00 to 5:15 p.m.
Monday, 9:00 to 10:15 a.m.
1:30 to 2:45 p.m.

The Psychology of Change

Richard Flint, president of Potential Now, a management and consulting firm located in West Palm Beach, FL, will discuss and analyze human reaction to change. Flint has lectured on over 150 college and university campuses, and in 1981 held seminars with 175 companies and corporations. He is the author of numerous magazine articles and the book, "Turn Your Pressure Valve Down." Room A-3.

Sunday, 1:00 to 2:15 p.m.
4:00 to 5:15 p.m.
Monday, 9:00 to 10:15 a.m.
1:30 to 2:45 p.m.

Success—Not Stress—at Home and Work

This workshop will concentrate on helping dealers, managers and spouses locate and deal with their pressure points at home and at work. The speaker will be D. W. Holbrook, president of the Home Study Institute and director of the Home and Family Service; a center for developing, testing and promoting family life programs. Room A-6.

Sunday, 2:30 to 3:45 p.m.
Monday, 10:30 to 11:45 a.m.
3:00 to 4:15 p.m.

SALES/LEASE

Advertising Dollars and Sense

Bill Martin, president of Martin Advertising Inc., an automotive advertising and marketing firm located in Birmingham, AL, will discuss the dos and don'ts of automotive advertising. The workshop will feature advertising tips, a discussion and comparison of various ad media and examples of good advertising. Room M-1&2.

Sunday, 2:30 to 3:45 p.m.
Monday, 9:00 to 10:15 a.m.
3:00 to 4:15 p.m.
Tuesday, 9:00 to 10:15 a.m.

The Best Used-Vehicle Ideas From NADA 20 Groups

Bert Saylor, administrator of the NADA Dealer Candidate Academy and a management consultant for the NADA 20-Group Program, with more than 32 years experience in the auto industry, and Bob Young, senior consultant and manager of the NADA 20-Group Program with 27 years of automotive experience, will share proven used-vehicle ideas from dealers in the NADA 20-Group Program. Room L-2&4.

Sunday, 1:00 to 2:15 p.m.
4:00 to 5:15 p.m.
Monday, 10:30 to 11:45 a.m.
1:30 to 2:45 p.m.

Managing the New-Vehicle Department

Ian Steyn, president of Colorado AMC/Jeep Renault Inc. will join Duane Wolfe, president of Happy Day Ford, and Steve Markart, an NADA management consultant, in the discussion of profitable management ideas for running a new-vehicle department. Steyn will discuss the pay plan system he engineered for his employees, while Wolfe will discuss the sales management control system in his dealership. Room N-1&3.

Sunday, 1:00 to 2:15 p.m.
Monday, 9:00 to 10:15 a.m.
1:30 to 2:45 p.m.
Tuesday, 9:00 to 10:15 a.m.

Opportunities in Leasing

This workshop will concentrate on opportunities available through leasing. It will cover profit potential, marketing strategies and credit. The speakers will be Clyne Foust, president of Jim Clark Leasing Inc. in Topeka, KS; Mike Gorman, executive vice-president of TCT Leasing Inc., part of a 10 dealership operation group; and Woody Miller, an instructor for the NADA Dealer Candidate Academy and a consultant for the NADA 20-Group Program, with 14 years experience in the auto business. Room L-1&3.

Sunday, 2:30 to 3:45 p.m.
Monday, 9:00 to 10:15 a.m.
1:30 to 2:45 p.m.
Tuesday, 9:00 to 10:15 a.m.

Professional Selling

This workshop will look at effective sales techniques and will offer management tips. The speaker will be Gart Sutton, a third-generation "car man" and president of Gart Sutton & Associates Inc., an automotive consulting firm located in California. Room M-2&4.

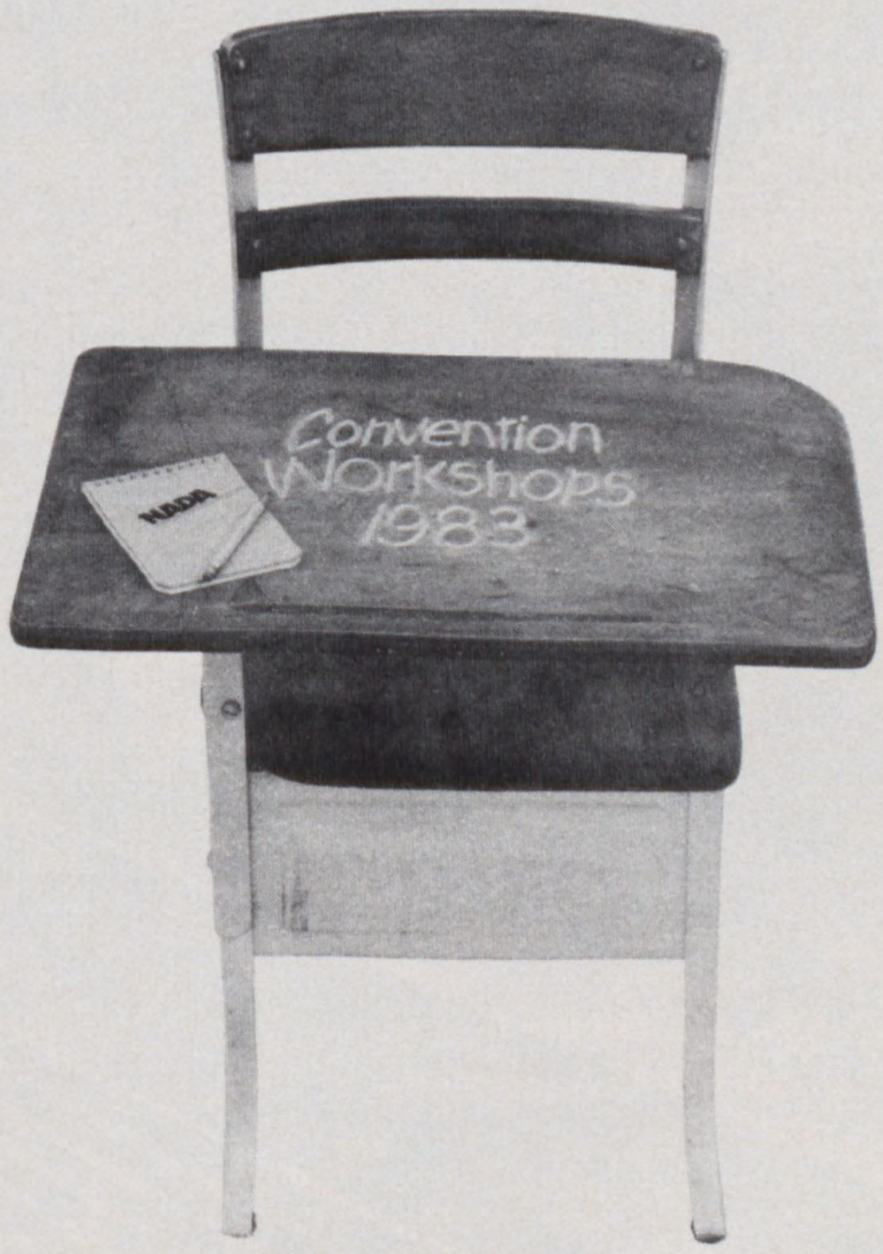
Sunday, 4:00 to 5:15 p.m.
Monday, 10:30 to 11:45 a.m.
3:00 to 4:15 p.m.
Tuesday, 9:00 to 10:15 a.m.

The Used-Car Auction: Merchandising for Profits

Ralph W. Thomas, who is both a Chevrolet dealer and the owner of the Minneapolis Auto Auction, will share his ideas on working with used vehicles for both wholesale and retail during this workshop. Thomas has been a salesman, used-car manager and a new-car dealer. Room N-2&4.

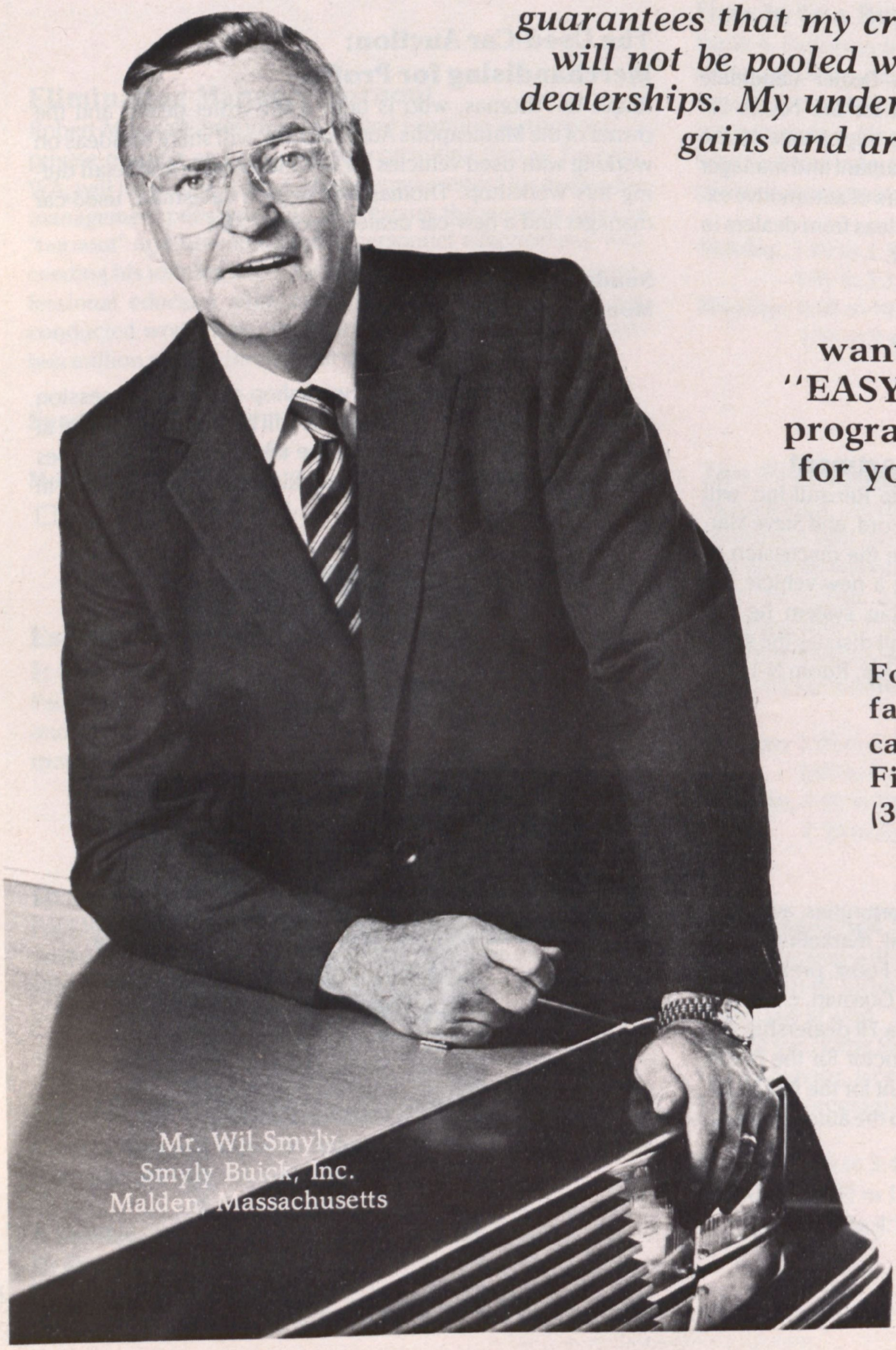
Sunday, 2:30 to 3:45 p.m.
Monday, 10:30 to 11:45 a.m.
3:00 to 4:15 p.m.

NADA will be taping every workshop and general session during the convention. These tapes will be available for sale at the convention; orders will also be taken by mail. The tapes will be sold individually (for approximately $10 each) and in sets (with quantity discounts). □



I Found What I Want.

Have You?



I found the reinsurance program that guarantees that my credit insurance premiums will not be pooled with premiums from other dealerships. My underwriting gains remain my gains and are not affected by another dealership's losses.

Why not find what you want from reinsurance with "EASY RE"sm, the reinsurance program designed, exclusively for your dealership, from the bottom line, up.

For more profit making facts about "EASY RE"sm, call Ted Mudge, v.p. sales, First Federated Life, at (301) 752-5200.

FFL's representative in the New England area is:
The New England Insurance Agency
Cohasset, Mass. 02025
(617) 383-1974

General Agent inquiries welcomed.

(For more information circle # 27)

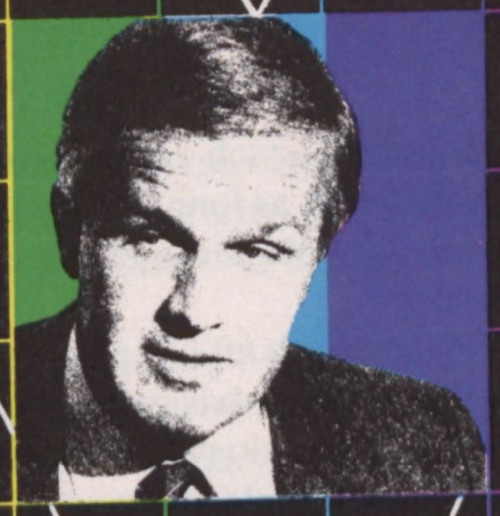
An Interview with VW's Jim Fuller

Take a ride in a new Rabbit GTI with Jim Fuller of Volkswagen, as Æ did one crisp November afternoon, and you begin to understand why he is so optimistic about the company's future. As Fuller accelerates the sporty GTI through the back streets of Englewood Cliffs, NJ, you feel the power that lurks beneath the hood of the familiar-looking econobox. With its peppy 1.8-liter engine, front and rear stabilizer bars, stiffer springs and wide-track radials, the GTI glides over the road with the grace of a "wolf in sheep's clothing."

So, too, with Volkswagen of America. Beneath its quiet exterior is a company ready to rebound. During the last two years VW sales have dropped severely. The company fell victim to competition from low-priced Japanese models, a slump in the diesel market and negative publicity about quality.

But with the arrival of the GTI, says Jim Fuller, vice-president of VW's Volkswagen Division, Volkswagen will reestablish its reputation for quality engineering and high performance. Fuller seems well-suited for the task: for more than two years he headed up VW's Porsche-Audi Division.

In this interview, Æ talks with Fuller about VW's slump and the company's plans for recovery. The interview was conducted by Jack Price, University Volkswagen Inc., Albuquerque, NM, NADA's VW Line Group Chairman.







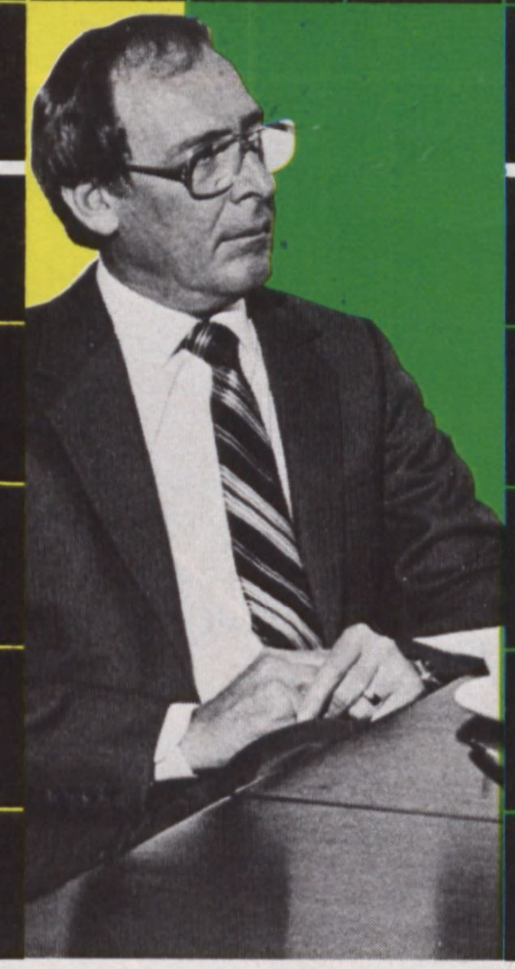
Æ: You recently conducted a series of regional meetings coast to coast in which you talked to VW dealers about the company's future. How would you describe their outlook?

Fuller: The meetings were exciting. Over a 5-week period, we had 20 meetings around the country, and we talked to 9,000 people. Over 95 percent of our dealers attended.









In addition, many sales, service and parts managers were there, as well as local bankers. Our purpose was to talk about the new organizational structure, our new products and changes in our marketing strategy. We are trying to maintain a strong dialogue with our dealer partners, and we want them involved with our new strategy as much as possible.

Æ: What was the dealers' reaction?

Fuller: Tremendous. As we all know, business stinks these days. No one is buying fuel-efficient cars; they're buying tanks. Domestic automakers changed all their plants to build small cars, and now they're not selling worth a hill of beans.

You'd think that because of the way sales have been slumping, you'd need a bullet-proof vest to appear before all your dealers and their department managers. Quite the contrary. VW dealers are looking for strong leadership and they appreciated the fact that we were willing to lay our cards on the table.

Dealers sense that we are getting our act together. We've spent the last six months changing our entire direction for the franchise—all of our advertising and all of our marketing communications. We're thinking more strategically—not just from one model to the next or one year to another. And we've returned to more of a brand management concept in terms of selling VW first, and then our specific products. I don't care which of our products our dealers sell, as long as it's a VW.

Æ: What do these changes mean to dealers?

Fuller: With all our products, we are going to reemphasize the fact that advanced technology and engineering are our strong points. We're returning to our roots. This will be our message for the next three to five years. That's important to understand, because a lot of companies change their ad campaigns every model year. We're not going to do that.

Æ: What is the significance of the new, separate Volkswagen Division?

Fuller: Essentially, we've consolidated all the resources associated with VW sales and marketing into one tightly knit organization known as the VW Division. In a way, we're treating the Volkswagen end of our business as though it's a big dealership. And that may not sound revolutionary to the people outside of Volkswagen, but to those within, it is a rather different approach. In the past, there were some questions about who's in charge of this and who's in charge of that. We don't have that problem anymore. Everyone's responsibilities have been defined more clearly.

Æ: Was too much emphasis put on the Rabbit in the past?

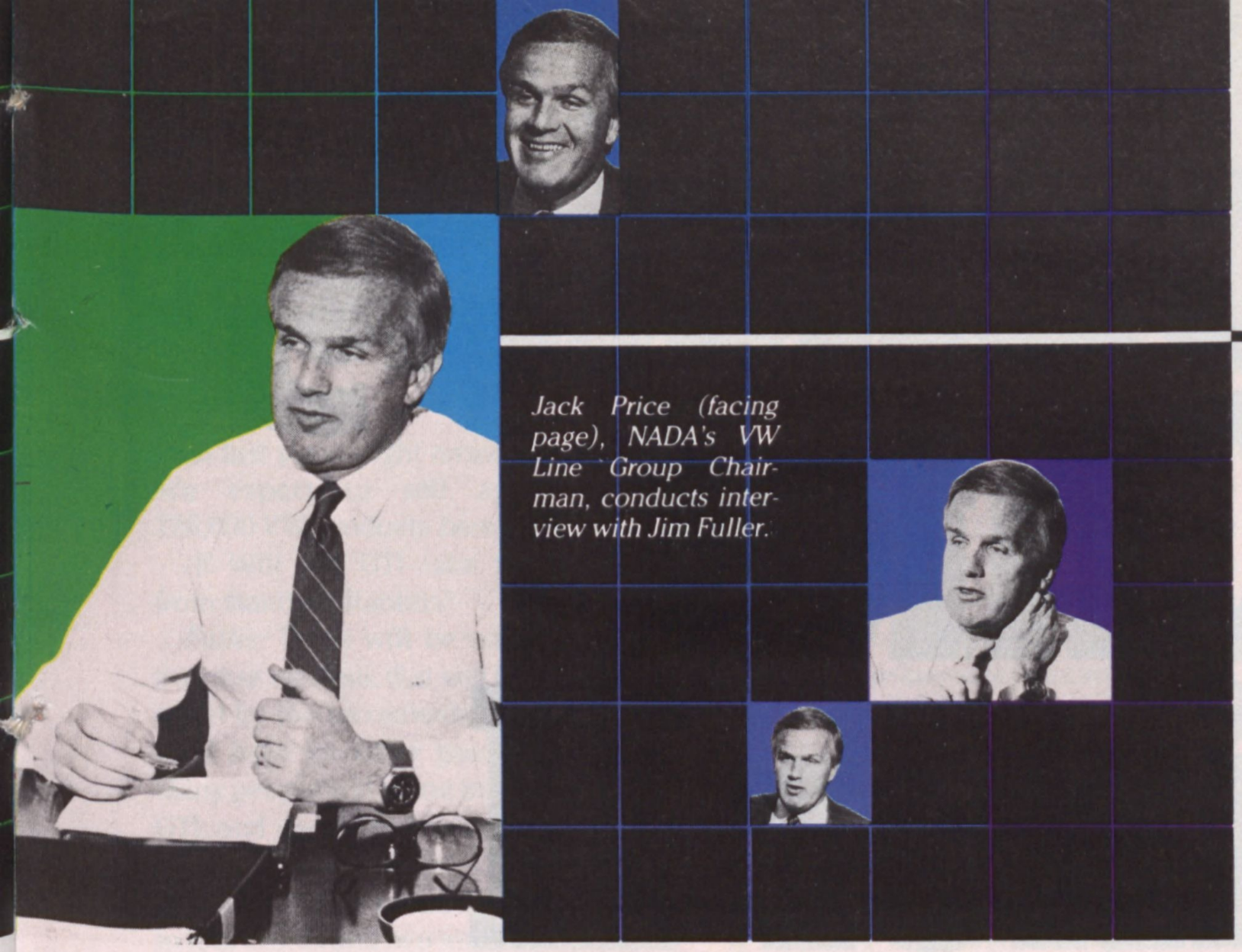
Fuller: Perhaps we did get too hung up with all our made-in-America business. We should have been talking more about what VWs do and how they do it, rather than whether or not they're made in this country. It's immaterial where the car is assembled, in our new way of thinking. We are emphasizing the character of *all* Volkswagen products, whether they're built in Pennsylvania or Germany.

The roots of the car, though, are German. We should never forget that this is a German company that happens to build cars in the United States. It's not an American company that used to be German.

Æ: Do you think that there's a perception among the public that the German-made cars are better than the American-made ones?

Fuller: Our research tells us that when you say "made in Germany," people think of quality, durability, engineering and performance. If you said Italian or French or whatever, you wouldn't get the same response. Because people are predisposed to think of us this way, it makes sense to design our communications to stress these guidelines.

But you can't be phony German; you've got to be the real thing. If your products don't deliver the goods, then you've got a real problem. And that's why we've introduced the GTI, stiffened up the suspension of our '83 models, and took out much of the windowdressing. We don't have any bright turquoise interiors anymore, and we took all the chrome off. The brakes have been made stronger and the springs stiffer, because



Jack Price (facing page), NADA's VW Line Group Chairman, conducts interview with Jim Fuller.

"We should never forget this is a German company."

people think of German cars that way.

Æ: Will additional changes be made?

Fuller: Yes, even though our company has made a great deal of progress in quality, we still have a ways to go. That is part of what I think is the German character of doing business: never being satisfied with what you've done in the past and always trying to do better. That's certainly true of VW.

Æ: Are there some specific areas where you see room for improvement?

Fuller: I think things that go wrong during the first few months of ownership deserve the greatest amount of attention. And of course, long-term quality is important, too.

You know what's happening with the buying cycle these days: people used to trade in their cars after 2½ years of ownership, and now they're hanging on to them for four or five years. If you ask people today how long they plan to hold on to their cars, some of them say six or seven years. Now they may not hold onto their cars nearly that long, but that's their expectation. It's part of their buying decision.

And the implications of that are very important. A person with that attitude who buys a car doesn't want the styling to change every two years. It reduces the value of his car, and makes it look like he has an old model.

I think the American consumer is beginning to become more like the European in that respect. The European consumer would rather own two or three high-quality business suits than seven or eight average ones. He wants products that last.

Æ: Can you share any news about the eventual replacement for the Rabbit?

Fuller: Our philosophy is to make any product changes along a very well-directed path. A successor car for any of our products would have to be consistent with the philosophy of the company. Styling changes will be made only if they make that product better. Most people don't realize it, but during the past five years, the Rabbit has had 18,000 product changes. Almost all of them are not visible.

Along the same lines, future products will emphasize more product evolution rather than change for the sake of change. I think some companies change the style of their cars too frequently. One of the secrets of the Beetle was that it *didn't* change every year. Changes came slowly. In '62, for example, we had a press conference to announce a new gas gauge. That was big news. Granted those were simpler times, but we feel the same way.

Æ: How would you describe the reaction to the Rabbit GTI so far?

Fuller: We're in the happy circumstance of being sold out of GTIs. And we're likely to be sold out for the next several months. This car has dealers and customers excited. The timing was right.

You don't have to be a genius to successfully launch a new product. You have to have a good product, price it correctly, market it in a manner that's consistent with the product definition and lastly, generate some good press reports. And so far, the press we've gotten has been outstanding. A good story in *Road and Track* or *Car and Driver* means a lot more to us than pages and pages of advertising.

Æ: When do you think supply will reach a level consistent with demand?

Fuller: I think we'll have a waiting list all year long. But that's part of the strategy. The distance between having too many cars and not enough is one car. We want to be one car short on the GTI. As soon as you get a full yard of cars, either in our plant or dealers' showrooms, funny things happen to grosses.

Production started October 4 for the GTI, and we intentionally planned a gradual start-up curve. Because when you get too rapid an acceleration in production, quality suffers. But I can tell you right now we're running at an a line speed rate of about 200 units a day. Projected over a year, that's more than 40,000 cars.

Æ: How many GTIs do you expect to sell in 1983?

Fuller: We expect to sell 36,000 GTIs in '83, and I think 50,000 may be within range. The specialty section of the market is the fastest-growing segment right now, and we're well-positioned to take advantage of it.

Æ: How much input did VWA have in the development of the GTI?

Fuller: The GTI is a joint development by our people and the people in Germany. There is a fair amount of friendly competition between Germany and ourselves, and our guys take pride in the fact that our cars handle very well in comparison to the European Golf GTI, which is a tremendous success. That healthy spirit of competition is good.

Æ: What share of the U.S. market do you expect VW to capture next year?

Fuller: I think it will be slightly better

Announcing The Chief E·Z-Liner II

See us at Booth #856-858 & #906-908.
NADA Show, Las Vegas.

CHIEF®
CHIEF INDUSTRIES, INC.

AUTOMOTIVE SYSTEMS DIVISION

(For more information circle # 19)

than last year—right around 3 percent. We expect to sell approximately 226,000 VW products here in '83.

Æ: Will the GTI take buyers away from standard Rabbits?

Fuller: There will be some substitution, but we think that will be more than offset by the incremental business that we'll have for other gasoline Rabbits. Many people will come in looking at the GTI, and decide to buy a standard Rabbit either because the GTI they want isn't available or because it only comes in four colors and two interiors. We look for our fuel-injected gasoline Rabbit sales to increase dramatically. The idea that in every Rabbit there's a little GTI is pretty consistent with our advertising.

Æ: When the Rabbit was first introduced, its major selling points were price, economy of operation, roominess and handling. Are these still major selling points?

Fuller: Ask anybody which company has the best fuel economy, and VW almost always comes in first. For the last several years, we've had the No. 1 EPA-rated car. This year, we have five out of the top 10 fuel economy leaders. Because VWs are known for fuel economy, we don't feel it's necessary to stress it in our marketing. I think in the past, we might have been too single-minded in our communications. Now we want customers to understand that VWs offer other things beyond fuel economy, such as ride, handling and performance. We want people to understand that VWs are special, and this is why.

Æ: Right now the market doesn't seem to be concerned about fuel economy. Do you think that will change?

Fuller: There's a certain myopia that exists in the American consumer. Fifteen months ago, our dealers were selling all the Rabbit diesels they could get. In some cases, they were selling them over retail. Dealers were sending us orders asking for 80 percent diesels and 20 percent gas. Fifteen months later, that ratio is exactly the same, except it's flip-flopped. This company is hurting more than any other because we had about a 50-50 split between diesel and gas. Now we're paying the price. What we should have done is built only 25 to 30 percent of our cars in diesel, even though the real market demand was greater. But that's difficult to do when the customer wants to buy.

Æ: Is there any way you can achieve a better balance?

Fuller: We know the market's going to change. This lack of concern about fuel economy is an aberration. Even the petroleum companies say that. What we have to do is get ready for when it turns. It may not turn dramatically, but we know it's going to turn.

What we're in the process of doing is trying to improve our reaction time. For instance, we're considering building up a war chest of engines. We would develop a stockpile of diesel drivetrains, so that when the market does turn, we can adjust to it. We don't want to have to wait for 12 weeks to get an engine supply into this country so we can build the kind of cars people want to buy.

Æ: When do you anticipate starting this program?

Fuller: It's in the process of being studied right now. I would say within the next few months. A program like this would serve as a hedge, in the event of a sudden change in the oil market. With the volatility of the Middle East, that market can change in 30 days. And there's no way we could react in time unless we already were prepared. To us, this frozen inventory represents a cost





of doing business.

Æ: How do you view domestic content legislation?

Fuller: A vice-president in our Washington office testified on that subject. In his testimony, he said that local content legislation would hurt our economy, because it's against free trade.

Say we wanted to introduce a new car over here. We would probably import the car until volume reached a level where we could afford to produce it in this country. This type of legislation would prohibit that, because it wouldn't allow us to import the car in the first place.

The content legislation is very heavily weighted towards currency exchanges as well. Based on a very strong dollar, we are in compliance with the proposed legislation. Should the dollar become weaker, however, it would jeopardize our U.S. manufacturing.

You can't say that we've been irresponsible in terms of domestic content. We've made significant investments in this country. It's ironic, because we are being held up as a prime example of what a given company can do, and yet the way the legislation is written, it would have very adverse effects on us. So we're opposed to it.

Æ: What are the various markets for the products in your lineup? How do they differ?

Fuller: The target customer as we perceive him is a person of higher expectations. Whether that person is making $18,000 a year of $80,000 a year, he has higher expectations in whatever he buys. We are trying, both in our dealer development practices as well as in our marketing research, to identify who these potential customers are, where they live and how we can best communicate with them.

I think that the approach we've come up with appeals to a person who is looking for more than basic transportation, and at more than just the price of the car. If price were the only difference, we wouldn't have a chance. But we do know that price is not the only factor in a buying decision.

Æ: Do you think the industry has finally moved past the sticker shock syndrome?

Fuller: It wasn't a sticker shock syndrome; it was value shock. People didn't see the value in what they were being charged. Until just recently, bigger always meant better. People had a difficult time adjusting to downsizing. They thought they were getting less a car for a higher cost. But that perception is finally changing. People are looking for quality in a car, and they realize that size doesn't dictate price.

Æ: You mentioned earlier that you invited local bank representatives to attend your dealer meetings. Why?

Fuller: Bankers have gotten a lot tougher in the last year, particularly with retail paper. We asked them to come so they could get an understanding of where we're going.

Ca$h in on $ervice

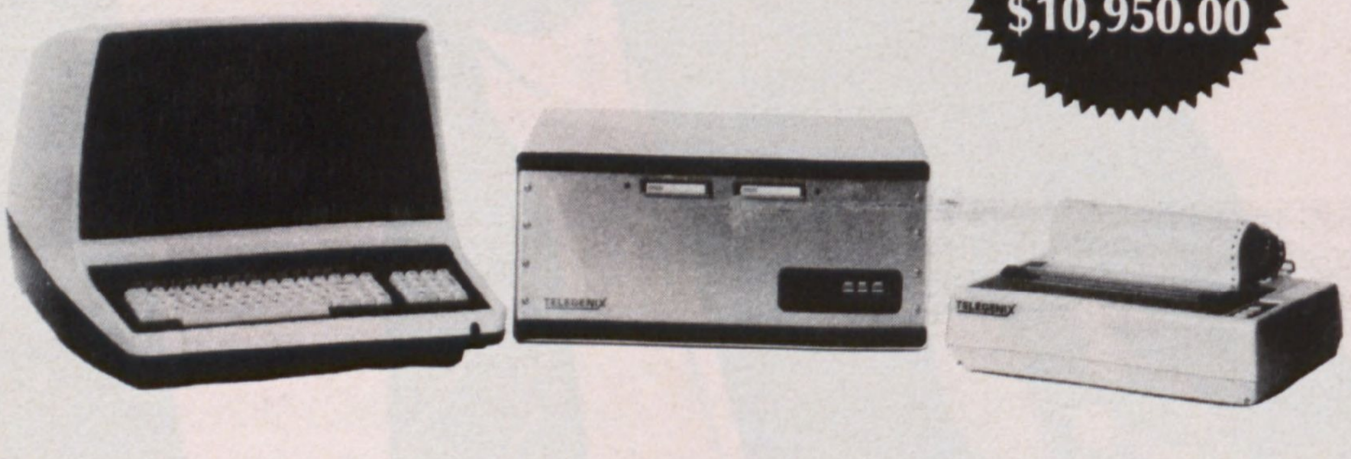
with **TELEGENIX**®

AN INDUCTOTHERM COMPANY

"My customers come first. That has been the keystone of our business philosophy. Everything we do at Rubicon Cadillac is based upon improving customer relations —this extends into our purchasing decisions. The S.O.S. System had to be highly reliable, and perform as advertised. We're happy to say our S.O.S. by TELEGENIX has lived up to our expectations."

Tom Simons, President,
Rubicon Cadillac
Dayton, Ohio.

Systems Available from $10,950.00



See the new profitable Service Management Tool and talk to our Automotive Systems Consultants at NADA booth #584.

(For more information circle # 54)

"Dealers are an extension of our product philosophy."

Æ: You talked a bit about building closer relationships with dealers. Would you offer some specifics?

Fuller: My personal feeling is that the only way we can solve the problems in the car business today is to strengthen our relationship with our dealers. During the 2½ years I spent with Porsche-Audi, we made vast improvements in this area. Now we're trying some of the same ideas at VW. For instance, we don't refer to our dealers as dealer principals. We refer to them as dealer partners. All communication is conducted on that basis.

And it's not just a matter of semantics; it represents the way we want to relate to our dealers. If dealers are involved with you and your product, then they are much more supportive.

Ideally, this concept carries all the way through to our customers. When a person buys a VW, he buys more than an automobile; he buys a way of doing business. And that's what we've been trying to get our dealers to understand in these meetings. Dealers are, in fact, an extension of our product philosophy. They are the product themselves.

Æ: Is the dealer council the focal point of this kind of interaction?

Fuller: The council is the leading edge. VW has had a very active dealer council over the years. But in the last several months particularly, because of the problems we're having in the marketplace, we have developed a much closer relationship than ever before.

We have three standing committees at the dealer council: marketing; parts, service and warranties; and product. Each one of these committees meets at least once a year, and the marketing committee meets two or three times.

Æ: What skills does Noel Phillips, the new president of Volkswagen of America, bring to the company?

Fuller: Noel brings some unique talents to his new position as president. He has background in sales, marketing and manufacturing. He was a VW executive in South Africa from 1960 to 1978, when he joined VW of America. And for the last two years, Noel has worked on the retail end as managing director of the McCarthy Group, a South African automotive conglomerate.

So he's a man for all seasons. And I think his arrival bodes well for the dealer body.

Æ: I've heard dealers say that he's like working for another dealer.

Fuller: He has a strong entrepreneurial spirit in his management style. If you look at the really superb corporate executives in an industry, they are the ones who run their business as though it were their business. The important thing to remember in discussing our basic corporate structure is that we're made up of many different parts which work together as a group. Noel's role is that of a coach.

Æ: How autonomous is Volkswagen of America?

Fuller: We're given the freedom to run this company. But the guidelines from our colleagues and superiors in Wolfsburg are that we should be consistent with the VW heritage. When I was with Porsche-Audi, I used to be in Germany six or seven times a year, and the guys from Audi and Porsche used to be here about the same number of times. That kind of constant dialogue was a big part of the success of Porsche-Audi in this country. Everybody understood the direction we were going in, and how we were going to get there.

Because of this new strategic direction for the VW franchise, we are getting more involved with our colleagues in Germany and working more closely together to reach our objectives. This cooperation isn't just an advertising pitch; it's a way of doing business. We think it will turn VW around in '83. □

THE ALL-STAR TEAM

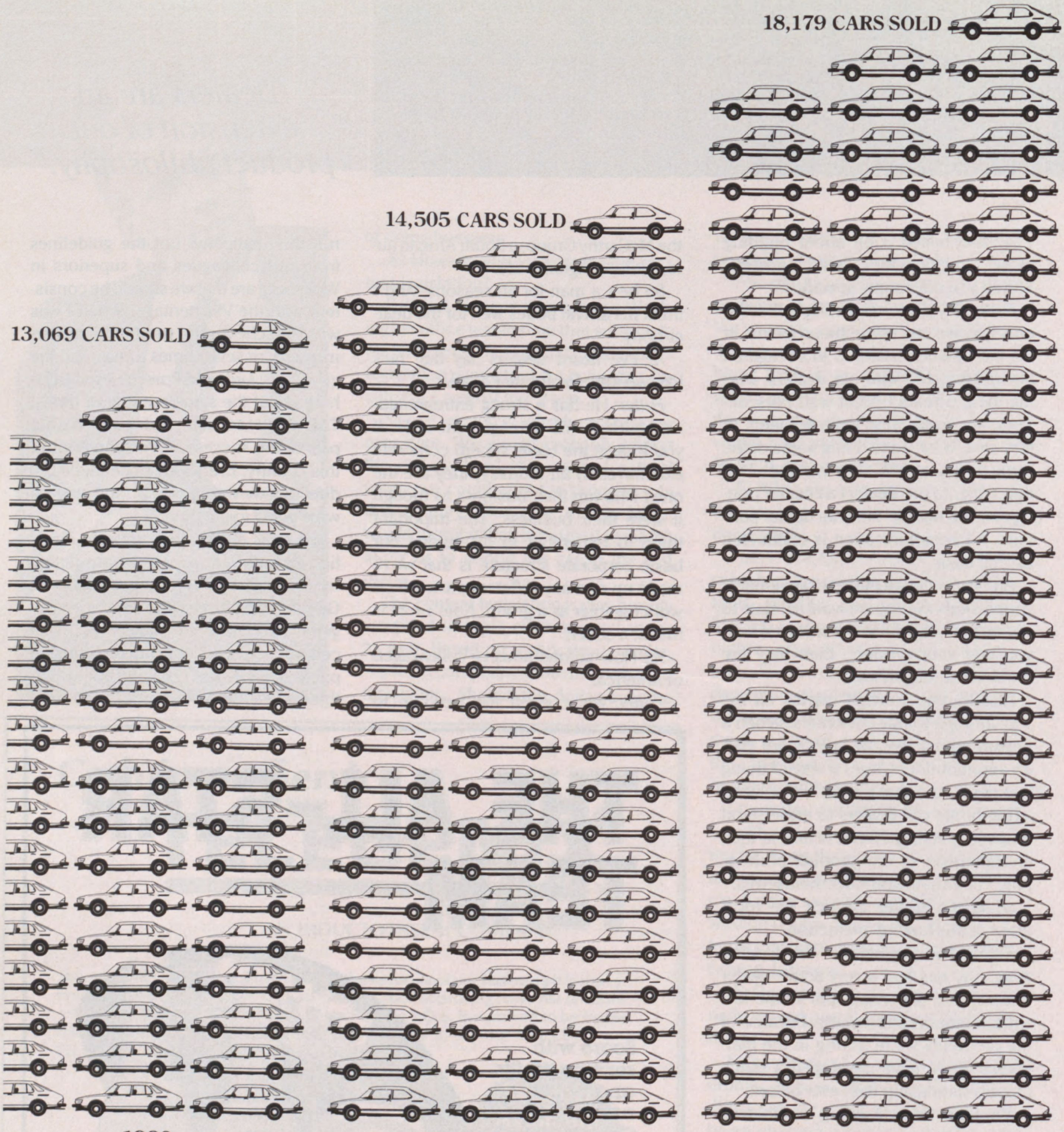
Score with service profits and better running cars. Go with the all-star team KREX Graphite Super Lubricant, KREX Fuel System Cleaner and KREX Diesel Fuel Conditioner.



KREX, INC., 89 Lincolnwood, Highland Park, IL 60035
Call tollfree (800) 323-9038, in Illinois (312) 433-4450
See Us At Booth # 427

Krex

(For more information circle # 34)



IT SEEMS SAAB DOESN'T JUST PERFORM WELL ON THE ROAD.

Of all the records Saab has set over the years, these are some that please us most.

They show that Saab's "radical" innovations like turbocharging, aerodynamic design and front-wheel drive aren't so radical after all.

And while we never minded being ahead of our time, we're glad the times–and discerning car buyers–have caught up.

Obviously, this success is not only a reflection of our car but also of the people who sell it.

So if we don't get a chance to see all of you at the National Automobile Dealers Association convention, we'd just like to take this opportunity to say thanks.

SAAB

The most intelligent car ever built.

(For more information circle # 52)

Detroit Update

How Much Will Gas Cost In The Future?

"I believe gasoline in the United States will cost $1.20 to $1.45 a gallon for the rest of the decade and well into the 1990s," says Jacques R. Maroni. Brave words you wonder? Not when you fully understand the reasons.

Maroni, director of environmental research and energy planning at Ford Motor Co., acts as the point man for the automaker on most questions about petroleum availability and prices. When he says $1.20 to $1.45 a gallon for 15 years or more, he includes this caveat: "Those are constant dollars. You also have to consider inflation and add it on."

Even so, how can Maroni defend such a firm projection about petroleum prices?

First, there is essentially an oversupply of petroleum in the world today, says Maroni. That supply will increase even more if the war between Iran and Iraq ends. "In one year, the two countries would be producing five million barrels a day more than they are now," he says.

Maroni likes to argue that "oil is not finite. No one will ever hold up a jar and say 'this is the last petroleum' because as it gets more scarce, alternatives and substitutes will increasingly be found.

"It is unlikely we'll run out of oil because people will always continue to look for a resource that has a value. I guarantee you oil will be in production at the end of the 21st century," he says.

"A large body of opinion says that OPEC's oil is priced too high—it should be in the high $20s (per barrel) and not the low $30s," he says. "It would then have a higher value."

Why? "Because when it's priced as high as it is now, OPEC is almost certain to have an ever-decreasing share of the total energy market. In 1974, OPEC supplied 25 percent of the total energy output of the world. That share is now down to 12 percent—cut in half," he says.

He points to Europe, where only 20 percent of petroleum is used for motor fuel. "The government of France is on a massive program to install nuclear reactors. They are displacing oil with electric power. And despite the objections of President Reagan, all of the western nations have signed an agreement with the Soviets to buy natural gas," Maroni says.

The Europeans are also buying Nigerian liquified gas, and planning to buy Norwegian and Algerian gas, he says. "All those sources are displacing Persian Gulf Oil," he adds.

"Europeans are also switching to coal—Polish, American and even South African coal. In the U.S., where we have less of an opportunity to displace petroleum (because 60 percent of our petroleum is for transportation), we are driven by OPEC's high prices to improve the efficiency of our vehicles. Airlines are switching to more fuel-efficient planes, and more people are buying smaller vehicles than if petroleum were priced at a lower level," he says.

So what's his projection for the remainder of the decade?

Maroni says he thinks OPEC will try to hold the price steady over coming years and allow inflation to erode the true price of petroleum down to somewhere in the range of $27 to $29 a barrel. "At 8 percent inflation a year, it won't take many years; at 3 percent it may be through the whole decade of the 1980s.

"There is such a thing as a maximum price for oil," he volunteers, "and it's not likely that it has yet been reached."

Asked what that price might be, Maroni says: "About $50 a barrel in 1980 constant dollars.

"You can manufacture a lot of synthetic liquid fuel at that price. It would displace all stationary uses of petroleum and for those uses you can use coal, natural gas and nuclear power," he says.

His argument is this: At $50 a barrel, says Maroni, demand would drop and people would switch to other fuels wherever possible.

At $50, production of non-petroleum liquid substitutes from tar sands and shale would be competitive, he says. "It's unlikely that the price of crude oil will rise much beyond that."

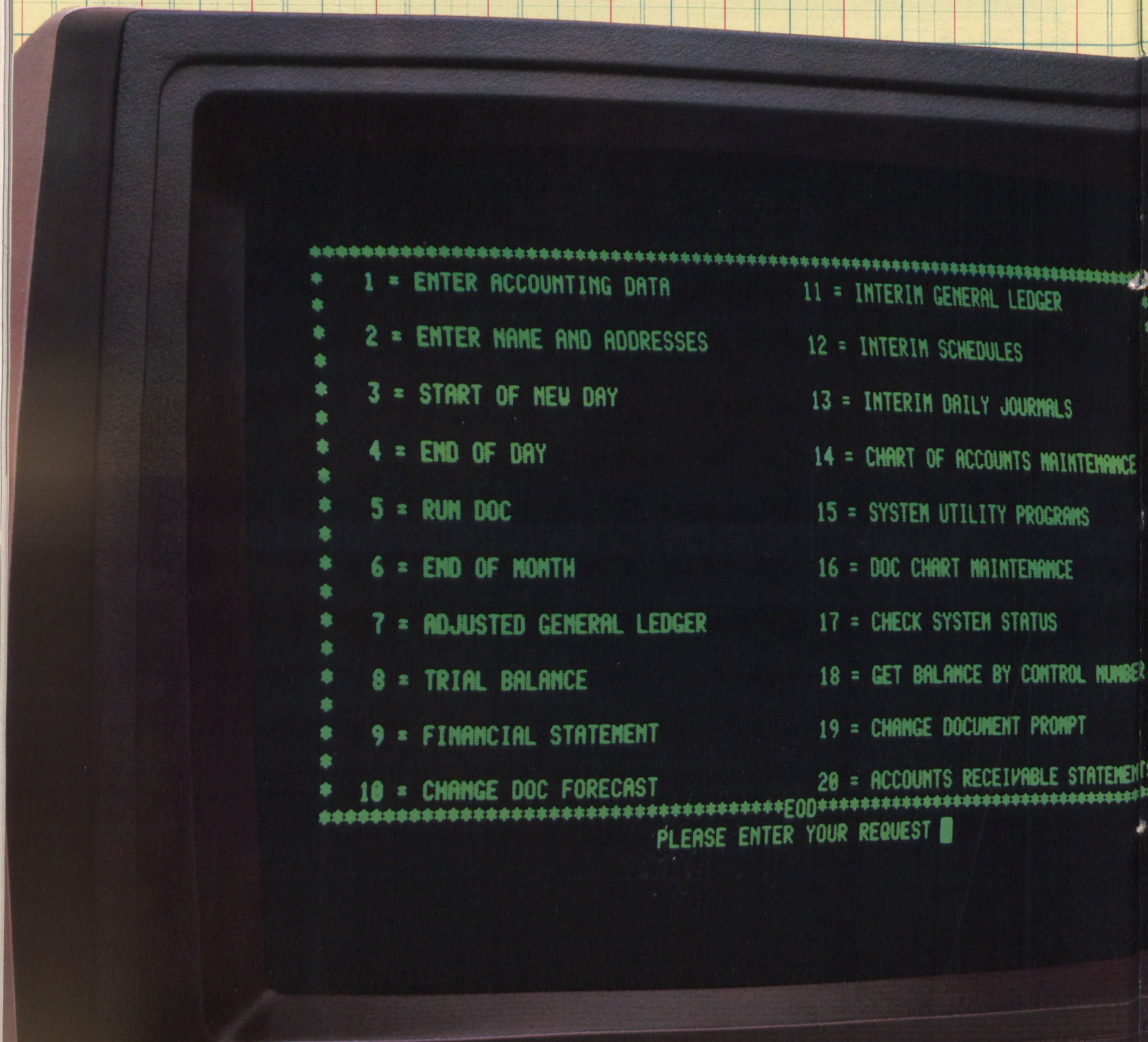
So what's his long term outlook on the topic of energy and the future?

"I am an optimist," Maroni says. "I believe that science and technology are going to surprise the hell out of all of us.

"I believe people who are trained in science do not believe that anything is impossible. All you have to do is look at all the imaginative things that are on the horizon." □

This column is prepared exclusively for Æ by Doug Williams, a Detroit-based automotive writer. All comments or questions pertaining to this column should be mailed to: **Detroit Update, automotive executive magazine, 8400 Westpark Drive, McLean, VA 22102.**

The #1 Automotive Computer



Now Brings You Accounting.

1. ONE TIME ENTRY Post a transaction just once, and your Oakleaf Accounting Program automatically makes all the appropriate entries throughout your accounting system.

2. INSTANT DOC Get a custom designed Daily Operating Control as current as the last document entered ... instantly ... whenever you want it.

3. PROMPTING Your Oakleaf leads you effortlessly through each document. Common Language Prompting tells you in plain words what to do and when to do it.

4. PROGRAM MENU Run the Oakleaf Accounting Program simply by selecting from automatic menus on your display screen.

5. MOST USED SYSTEM More Dealerships use Oakleaf Automotive Computers than any other system.

6. EASIEST TO USE The Oakleaf Accounting Program is specifically designed to make training quicker, daily use easier and accuracy greater.

7. RELIABILITY Oakleaf has been making and servicing microcomputers for Dealerships longer than any other source.

8. ADVANCED TECHNOLOGY The Oakleaf MP-16 Dealership Computer System is the state of the art, with the most advanced internal engineering available to make software run smooth and fast.

9. FUTURE UTILITY Even the basic computers made by Oakleaf in the 70's can be upgraded to MP-16 status and run the most advanced programs.

10. COST EFFECTIVE Oakleaf gives you all the computing power you need at the most competitive price.



For more information about the new Oakleaf Accounting Program, or for a demonstration of the Oakleaf MP-16 Dealership Computer System, call Ruth Larson, National Marketing Department, for the telephone number of your local Oakleaf representative.

(800) 423-3681 or in California (213) 993-1223

19737 Nordhoff Place, Chatsworth, California 91311

oakleaf™

(For more information circle #47)

The Service Department

Customer Convenience

Customer convenience should be the watchword of your service department. With some simple steps, you can make your service department more personal and accessible. It can pay off with increased customers and higher profits from this key dealership area.

Customers are attracted to service stations and mass merchandisers primarily because they offer service "while-you-wait" and Saturday and evening hours. On numerous occasions, I have seen the service lines forming at 7:30 a.m. on Saturday at local mass merchandisers. Customers are not there for warranty repairs—you can bet on that.

Many dealerships lose a large percentage of the "gravy" work simply because they do not operate during the more convenient hours. But dealerships still pay rent, taxes, utilities, insurance and other expenses 24 hours per day, seven days per week. Why not extend the service department's hours to take better advantage of the facility? It's worth consideration.

Even with extended hours, there will still be some customers who won't be able to make it in, however. Consider setting up a night-drop system using pre-printed envelopes with complete instructions, phone number and signature for work authorization.

The following are some other areas of inconvenience that were expressed in a recent customer survey (as well as a few solutions):

1) Slow repair write-up during rush periods. Try to spread scheduling so that all your customers don't come in at the same time. Get extra write-up help for the rush by using a parts person, salesman or office clerk (on a rotating schedule).

And make the write-up process as efficient as possible. For instance, one employee can move down the line filling in the top sections of repair orders. He can also instruct customers about methods of payment and give them service menus to review. Then, when the customer reaches the service writer, the writer need only fill in the work instructions.

2) Customers must leave the car for an entire day or wait a long time for minor repairs. Assign a certain number of technicians to handle the average number of walk-ins you service daily. Their primary goal should be to first perform these repairs and then join the remainder of the work force in performing extended repairs. Train your service writers to clearly mark repair orders and route sheets with the fact that the customer is waiting. (The technician should also be told this when the job is assigned.)

3) Customers can't get to work, school or shopping when they patronize dealerships because they are often inconviently located. Provide a drop-off/pick-up service for local destinations. Also consider offering low-cost rentals or loaners. If neither of these is practical, contact a local rental outfit about providing discount car rental rates for your customers.

4) Customers are forced to call service stations for emergencies at times when your service department is closed. Ask your local towing company to print stick-on labels for the glove box listing the dealership's service hours and phone number. Under that print "at all other times call" and insert the tower's phone number. The customer now has 24-hour road service and towing. (I have found this to be a great selling tool for salesmen.)

The towing company performs the service and charges the customer directly. If the vehicle is not in a safe driving condition, the tow operator can take the customer home and drop the car off at your dealership the next morning. The towing company has additional revenue, and you provide a major customer convenience.

Some additional customer complaints included in the survey were related to dirty reception areas and waiting rooms, confusion about how to resolve grievances and questions about changes in auto technology. These are all easily resolved.

Paint your reception and waiting areas in bright colors. Keep them clean, and supply current magazines, newspapers and coffee if possible. And make it known that the dealership has an "open door policy" when it comes to customer communication.

To help your customers better understand their cars, offer a car-care clinic. This can be held once a month in the evening, and all customers should be invited. At the clinic, the service manager and one or more technicians should describe the major components of a car. Warranty and maintenance schedules should also be reviewed.

No matter how many customer conveniences you offer, they're not likely to attract business unless customers know about them. Make a point of touting your extra conveniences in all your advertising. Let your customers know. □

This column is prepared exclusively for Æ by Ron Joffe, Service Director, Straub Motors Inc. All questions or comments pertaining to this column should be mailed to: **The Service Department, automotive executive magazine, 8400 Westpark Drive, McLean, VA 22102.**

Fasten your seat belts.

The new Prelude from Honda. Soon.

HONDA

(For more information circle # 6)

Tax Visibility

The repeal of all excise taxes on parts and medium-duty trucks in the 1982 bill offers real tax relief for truck dealers. Although the highway bill retained excise taxes on on the heaviest trucks, dealers did obtain partial relief by the change of the point of collection for the continuing taxes. This has obvious monetary and administrative advantages to dealers, but there is another aspect of the point of collection change that is important and should not be overlooked: the tax will now be visible to the truck buyer.

A primary advantage of changing the point of collection from wholesale to retail is, of course, that now dealers will no longer have to finance the tax for trucks in inventory. (This is especially important since the higher FET rate of 12 percent proposed by the Reagan Administration was accepted by Congress.) The new collection point will mean significant floorplan expense savings. For example, under the old tax scheme a dealer with a $1-million truck inventory had to finance the $100,000 of that which was FET. At a 15-percent finance rate, these costs were $15,000 per $1 million in inventory per year.

Today, depending upon state law, the purchaser will no longer have to pay sales tax on the FET. Also, those dealers in areas with inventory taxes will no longer be paying them on the value of the FET. Inventory insurance will no longer be needed to cover the FET. All of these mean significant dollar savings to dealers.

The tax visibility to the customer can be another key benefit. The tax will be added to the retail negotiated sales price and stated on the bill of sale. This was not previously the case under the wholesale tax structure, when a dealer could let the customer know the exact amount of the FET only if he was willing to expose his profit margin, an unfair situation for any businessman.

It would seem a basic principle of fairness that a taxpayer know exactly what type and amount of taxes he is paying. Under the old system, both owner-operators and fleet purchasers were frequently uninformed about the tax or had forgotten about it because it was built into the truck price without being revealed as a tax to the buyer.

Now all truck purchasers will know (or be reminded) that they do pay an excise tax. More specifically, they will know the rate and amount of the tax precisely. Perhaps truckers will now get more involved in pushing for road repairs and the full utilization of the Highway Trust Fund for roads.

"A visible tax is good for dealers because it makes customers aware that it is the government that is responsible for increased prices."

A visible tax is good for dealers because it makes customers aware that it is the government, and not the dealer, which is responsible for increased prices. If the tax had remained at wholesale, the rate increase from 10 to 12 percent would have been hidden in the price of trucks, which may have caused some buyers to suspect that the higher prices came from the dealer trying to increase his margins. This would have caused increased buyer resistance, maybe even enough so that dealer would have had to adjust margins.

In the long run, the visibility of the FET can help galvanize support for the ultimate repeal of this unfair and inefficient tax. While there are effective arguments for total repeal of the FET on vehicles, we were unable to get truckers enthusiastically behind repeal efforts because they were either unaware of or indifferent to the tax.

So, even though the monetary advantages of the point of collection change are significant, the new visibility of the FET may turn out to be its most important benefit in the long run. It may well lead to the eventual total repeal of the tax. □

This column is prepared exclusively for Æ by David Paxson, director of NADA's American Truck Dealers Division. All comments or questions pertaining to this column should be mailed to: **Truck Focus, automotive executive magazine, 8400 Westpark Drive, McLean, VA 22102.**

F.Y.I.



For easy access to NADA member services, use the following direct-dial telephone numbers. NADA business hours are 8:30 a.m. to 4:45 p.m. eastern time, Monday through Friday. For services not listed, call (703) 821-7000.

NADA-Washington, DC
(McLean, VA)
Area Code 703

Accounting	821-7172
ATD	821-7117
ATAM Relations	821-7070
AUTOCAP	821-7144
Automobility Foundation	821-7120
Automotive Executive	821-7150
Communications	821-7120
Convention	821-7140
Corporate Secretary	821-7180
Dealer Academy	821-7216
DEAC	821-7110
Estate Planning	821-7270
Executive Vice-President	821-7100
Industry Analysis/ Dealership Operations	821-7201
Industry Relations	821-7050
Legal	821-7030
Legislative	821-7038
Media & Consumer Affairs	821-7297
Management Education	821-7227
Membership	821-7113
NADA Newsletter	821-7147
NADIT	821-7265
Public Relations	821-7120
Regulatory Affairs	821-7041
Retirement Trust	821-7254
Sales Trak	821-7222
Services Corp.	821-7077
Service Systems	821-7219
Twenty Groups	821-7220
Used Car Guide Co.	821-7191

SEE US AT NADA BOOTH 378



TST · TOTAL SYSTEMS TECHNOLOGY
Straight Facts from the Leader in Automotive Protection
For more information, call toll free
(800) 245-4828 · In PA (800) 472-2775

(For more information circle # 56)

NADA DEALER CANDIDATE ACADEMY



Meet the new president of Roth Cadillac, Inc.

INVEST IN YOUR FUTURE!

The NADA Dealer Candidate Academy helps dealers train their successors. Your financial statement is the textbook, your dealership the classroom.

Call Bert Saylor for information, (703) 821-7097
National Automobile Dealers Association
8400 Westpark Drive, McLean, VA 22102

(For more information circle # 40)

10%

12%

ANNUAL TAX-DEFERRED RETURN

guaranteed on voluntary deposits for 1983

AVAILABLE ONLY TO PARTICIPANTS IN NADART PLANS

- ***Interest accumulates on a tax-deferred basis***
- ***Contributions may be withdrawn without penalty***
- ***Interest credited quarterly***
- ***Provides additional retirement security to dealers and their employees***

This offer is available at an unrivaled low cost only at the National Automobile Dealers Association Retirement Trust, now in our 26th year.

CONTACT US AT BOOTH #765/815

NADA NATIONAL AUTOMOBILE DEALERS ASSOCIATION

nadart

8400 Westpark Drive • McLean, Virginia 22102 • (703) 821-7254

(For more information circle # 42)

Field Representatives

Bob Wholeyhan, formerly of GM's Chevrolet Division, is now an employee of the Manheim Auctions. This by itself is not startling since Bob was formerly Chevrolet's national used-car manager—prior to being assigned to the Philadelphia zone office. It is the nature of his assignment that is interesting.

You might say Bob will be working in a sales capacity. He will call upon lease companies, fleets, financial institutions and other prospective auction customers. Manheim did very well in choosing Bob Wholeyhan and wasted no time in "picking him up" following his retirement from GM. He has a knowledge of the used-car business, excellent contacts, and is a dedicated worker.

Bob stopped by our offices on the way to Fredericksburg recently and I asked him if he intended to sell the auction concept or to concentrate solely on Manheim's points. Now, before anyone breaks up in uncontrolled laughter, let us say that Manheim does work in the interest of the auction industry as well as in its own interest. When a company puts a man in the field, and this is especially true in a business such as this, there are certain to be residual benefits for the whole industry. Bob, I presume, will be selling Manheim first, but there is little doubt he will have to sell the auction concept before he can sell the company.

At times I make observations about the auctions as a group that are critical. I am reluctant to do this since some may interpret my comments as criticism of the staff of the National Auto Auction Association (NAAA). This is not my intention. I work for a trade association, and I know that employees of any professional or trade association usually function according to the dictates of the members of that association. So, one wonders, if a group of 13 auctions sees fit to put a man in the field, why doesn't a group of 135 do the same? Surely one does not expect the managing director to function as a full-time field representative as well. The cost? If Manheim can afford it, couldn't NAAA afford it? Attending conventions and trade shows is important (Manheim does that, too), but that type of promotion alone won't cut it. Trade shows and conventions are good places to make contacts, but I am not certain they are the best places to make a comprehensive presentation.

There is something I have been curious about for many years, and it is not limited to auctions by any means. I have a friend who shuts down his small business during the Christmas holiday. He has his employees share phone duty during this period, and they work the schedule out among themselves. Annual leave is not charged. This businessman reasons he does not lose any money by this action, and may even save some. What little business does come in during the holiday period is easily handled by the employee on phone duty. The benefits in terms of employee morale are considerable.

It may not be true throughout the country, but one suspects auctions would have been better off it they had shut down for the holidays. I daresay many do—it would be interesting to know how many. I believe we sometimes confuse the work ethic with habit: "We've always done it this way."

I am always impressed by the logistics of auctions. I have had some experience in coordinating large events, and I know it is not easy. When I watch several hundred cars being gathered into a confined area and moved through designated lanes in a sequence measured in seconds, I am impressed.

I am equally impressed with the efficiency in which the paperwork is handled. Consider for a moment the complexity of transferring hundreds of vehicles from one owner to another in the space of a few hours, and then concluding that day by sending a complete sales report to the printer.

I recall my astonishment after spending a sale day with Atlanta's Jack Charlesworth. Before we left for dinner, he had prepared camera-ready copy for the printer and left it with the security guard for pickup that night. The report was in the mail the next day.

We have some new plans for 1983, and we hope we can implement them. Unfortunately, we do not always get accomplished what we would like to. Although NADA is a large association, the Guide Book Company has a relatively small staff and there is just so much we can do in terms of on-site visits. We did fairly well in terms of attending conventions last year. Hopefully, we will do the same this year.

Let us pray 1983 will be a good year for all. Keep in mind the old saw: "The harder I work, the luckier I get." □

Auction Block is prepared exclusively for Æ by James "Harry" Lawrence, editor of the NADA Official Used Car Guide. All comments or questions pertaining to this column should be mailed to: **Auction Block, automotive executive magazine, 8400 Westpark Drive, McLean, VA 22102.**

Auction Classified

The Market Place of the Northeast since 1947

Featuring: A Full Service Auction

- 6 Lanes • Modern Facilities
- Meaningful Guarantees
- Special Sales for Manufacturers and Lease Companies

203-623-2617 for information

SOUTHERN AUTO AUCTION
BOX 388
EAST WINDSOR, CT 06088

Concord Auto Auction
Hosmer St. off Rt. 2, Acton, MA 01720
617 263-8300

CAA

Friday is Concord

Over 1,000 cars on Friday
Guaranteed Checks and Titles
Limo Service to and from Airport

P A D E
"We Do it Best!"

SERVING DEALERS AND FLEETS SINCE 1957

Pennsylvania Auto Dealers' Exchange, Inc.
P. O. BOX 41 YORK, PA 17405
PHONE (717) 266-6611

COMMONWEALTH AUTO AUCTION Metro Philadelphia's Finest! Sale every Thursday, 10:30 a.m. Full Recon Center and pick-up/delivery are part of our complete service for fleet/lease operators. Call Ken Kimball, (215) 328-7100, for details.

BRASHER'S AUTO AUCTIONS Three full-service auto auctions . . . complete reconditioning & company-owned transports. We welcome dealer, fleet and lease business. Member NAAA and NAFA.

Salt Lake. Sale every Wednesday at 11:00 a.m. 460 Orange St. or P.O. Box 16025, Salt Lake City, UT 84104. Telephone: (801) 973-8715.

Sacramento. Sale every Tuesday at 11:00 a.m. 4300 West Capitol Ave., P.O. Box 405, West Sacramento, CA 95691. Telephone: (916) 371-4300.

Southern California. Sale every Thursday at 11:00 a.m. 10700 Beech Ave., P.O. Box 870, Fontana, CA 92335. Telephone: (714) 822-2261.

4 LANES

700-800 CARS AUCTIONED EVERY WEDNESDAY 11 AM

- Our 30th Year
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

FLINT AUTO AUCTION
3711 WESTERN RD.
FLINT, MICHIGAN 48506
PHONE (313) 736-2700

THE MARKETPLACE PATRONIZED BY MORE FRANCHISED DEALERS

Col. "Red" Oak SEZ

SALE EVERY THURSDAY
10:00 A.M.
Airport Service

Atlanta Auto Auction
4900 Buffington Rd., Red Oak, Ga. 30272 • (404) 762-9211

Ideas

Allocating Gasoline

John J. Toomey of Tejas Toyota Inc., Humble, TX, submitted this idea to his NADA 20 Group.

Use of the gasoline pumps at his dealership was being abused. The monthly gasoline bill had increased to $2,000 per month, despite the fact that there were only two keys to the pump. One was held by the office manager and the other by the sales manager.

Toomey solved this problem by limiting each of his department managers (new, used-car, service, parts and office) to $50 worth of gasoline per month. In addition, the only key to the pump is now kept under the office manager's strict supervision. The result has been a 50-percent reduction in the dealership's gasoline bill. ■

Thinking Positive

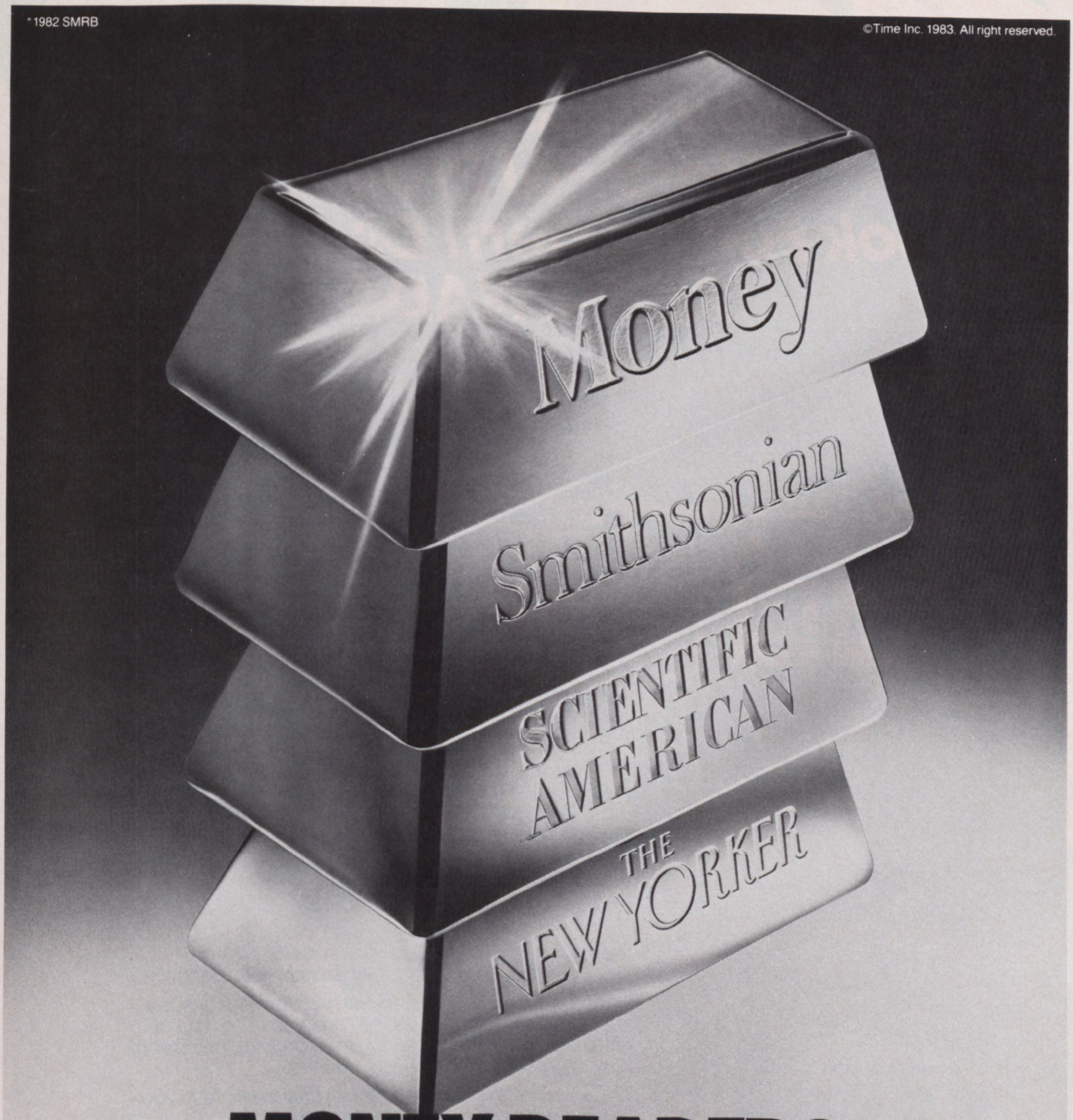
A lot of time and money is spent attracting customers to the dealership. Yet Nathan Schilleman of Matson Cadillac/Oldsmobile/Datsun in Muskegon, MI, noticed that most of the signs posted in his service department were worded negatively. They were worded in such a way that they told customers what they *can't* do instead of promoting business.

Schilleman reworded these signs, leaving the information intact, but making the tone more positive. (For example, a sign reading "We do not accept VISA or Mastercard" could be changed to "We gladly accept personal and certified checks." "Cars can not be picked up after 6:00" could be changed to read "Cars can be picked up anytime before 6:00.")

As a result of this simple change of policy, customers' attitudes improved, and so did the overall atmosphere in the service department. At Matson Cadillac, the power of positive thinking is paying dividends. □

*1982 SMRB

©Time Inc. 1983. All right reserved.



MONEY READERS STRIKE IT RICHER.

When it comes to automotive buying power, MONEY magazine stacks up best.

According to the new Simmons, the median household income of MONEY readers is now $33,168—and that's higher than *Smithsonian* ($31,906), *Scientific American* ($31,364), and *The New Yorker* ($30,125).

But do they *buy* new cars? Simmons goes on to show that MONEY readers index at almost twice the national average for "households with two or more cars bought new."*



With 3.6 million readers, more and more advertisers are thinking of MONEY as a remarkable opportunity. Even a golden opportunity.

AMERICA'S FINANCIAL ADVISOR

(For more information circle # 39)

If You're Looking For More F&I Profits, Look For Western Diversified At The NADA.



This year at the NADA Convention, we at Western Diversified feel that we have an excellent opportunity.

It's an opportunity to discuss with you face-to-face the importance of a top quality F&I program. The type of F&I program we are providing for a growing number of successful dealers across the country.

We welcome this opportunity, not only to relate to you our successes, but to get input from you.

Sure, it's an opportunity for us. But it's a ***great*** *opportunity for you.*

WESTERN DIVERSIFIED

wd

Western Diversified Life Insurance Company
P.O. Box 3017, Northbrook, Illinois 60062
Call Lloyd Gearhart, Vice President, for details.
312-272-8300, Outside Illinois toll-free 800-323-5771.

Whatever It Takes . . . We Want To Be Your F&I Company

Don't miss Booth #532 at the NADA Convention.

(For more information circle # 62)

"Heard about the student deal with more customers than cars?"

by Libby Dolvin

From service and body shop technicians to marketing and public relations professionals, this high school program trains future employees. And it makes money, too!

Do you have a hard time finding reliable, well-trained employees for your service and body shops? A group of Montgomery County, MD, automobile dealers did. And they got together to develop a solution. Along with the Montgomery County





Marketing students design the flyers used to publicize the mini-dealership's sale days.

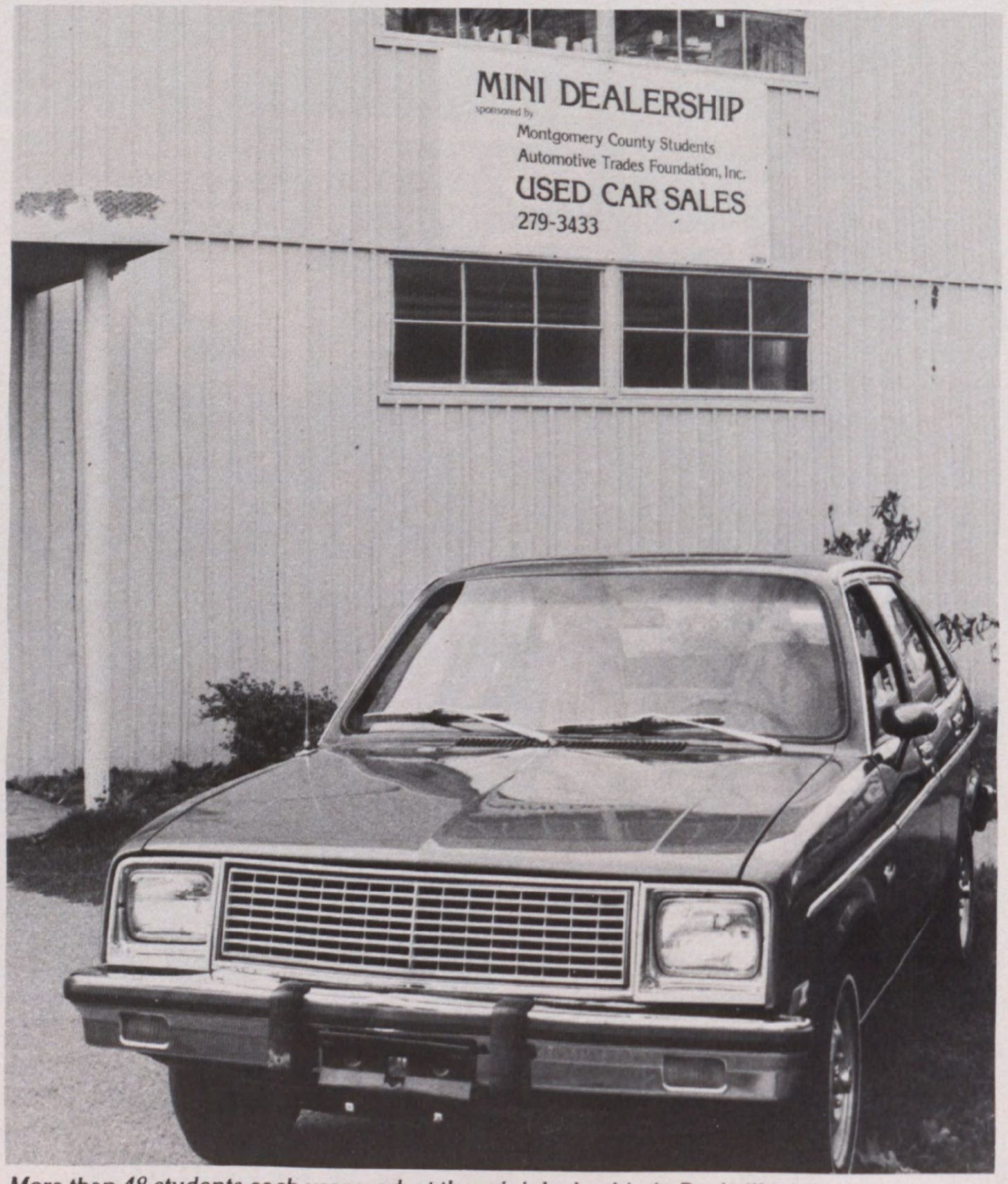
Public Schools, these dealers started a unique "mini-dealership" that provides high school students with hands-on training in the automotive field. In addition to gaining a new source of employees, participating dealers have bolstered their image in the community.

The mini-dealership, a licensed used-car sales operation, is manned by local vocational education students, under the direction of their instructors. The program gives more than 48 students each year the opportunity to gain real-world experience in mechanical and body repair. Students from other specialized educational programs, such as accounting, marketing and public relations, also receive valuable on-the-job training through the program. Some 35 to 40 percent of the students go on to higher education.

"In a nutshell, the mini-dealership trains young people for the business world—a goal educators are very interested in today," says Michael Wilson, director of Vocational Trades Projects (VTP), the foundation that oversees the program.

VTP was established cooperatively by the Montgomery County Public Schools and the local business and professional community to promote and advance the interests of vocational education. The foundation currently sponsors two separate projects: the Automotive Trades Foundation, which runs the mini-dealership, and the Construction Trades Foundation Inc., a training program for students interested in building trades.

"From the industry's standpoint, the project provides a new, rich source of trained people for repair shops and showrooms," says John Paul of Paul Brothers Oldsmobile in Bethesda, MD, the chairman of the automotive program for '83. "After working in the mini-dealership, a student is better prepared for entering the job market or for pursuing higher education. It gives the student a big jump on other 18 year olds."



More than 48 students each year work at the mini-dealership in Rockville, MD.

Inside the Mini-Dealership

The operation of the mini-dealership is no mere classroom exercise: since the program began in 1977, students have reconditioned and sold more than 300 cars. At its location in Rockville, the mini-dealership currently has 25 cars in stock, some still in the reconditioning stage. Stock includes a variety of domestic and imported models, as well as some light trucks, station wagons and an occasional van.

As the licensed dealer for the incorporated mini-dealership, Wilson is responsible for tags and title work, and in-

WHEELWAYS.

The Ultimate Insurance Package that's Exclusively Yours.

Wheelways. Exclusive because it is one of the first comprehensive insurance packages designed for automobile dealerships plus leasing and rent-a-car companies.

Wheelways. Ultimate because one convenient package gives you all the unique and essential coverages you need at substantial cost savings. All risk protection on buildings and contents. Business interruption. Extra expense insurance. Comprehensive liability including truth in lending errors & omissions and consumer complaint coverage. Full crime protection. Vicarious liability. Leasing and rent-a-car insurance. Residual value coverage. And much more.

Wheelways. Easy because it eliminates the paper work, monthly reports and red tape when there's a claim. Efficient because it provides you with more services than ever before available. Interest-free monthly billing. Monthly loss runs. Toll free claims service. The convenience of a local agent. Low interest rate financing for rent-a-car companies. And much more.

Wheelways. Developed especially for you by the innovative professionals – with 25 years' experience – The Maguire Insurance Agency. And available exclusively from their nationwide network of independent insurance agents.

Wheelways. The ultimate insurance package that's exclusively yours – all at a pretty terrific price.

For more information or the name of your local Wheelways Agent, call or write The Maguire Insurance Agency, Inc., 259 East Lancaster Avenue, Wynnewood, Pennsylvania 19096 • (215) 642-8400.

WHEELWAYS®

MIA® MAGUIRE INSURANCE AGENCY INC.
259 East Lancaster Avenue • Wynnewood, PA 19096

(For more information circle # 36)



The success of the program depends on the participation of local dealers.

spection and purchase of the cars. But just about everything else is handled by the students.

"The cars we buy come from both individuals and wholesalers. They look awful in some cases," Wilson says. "But that just provides more challenge."

Body shop students bang any dented or damaged cars back into shape. At the mini-dealership, they learn to weld, braze, solder, straighten and finish metal. Mechanical repair students have their hands equally full: they must revive the insides of the cars so they run like new. Work includes repairing and replacing powertrains, brake and chassis components and fuel and electrical systems. Shop safety and the proper use and care of tools are stressed.

Throughout the year, the mini-dealership conducts special sales of its reconditioned vehicles. By state law, a licensed salesman (in this case, Wilson) must sell the cars, but students are allowed to help out on the lot. They learn first-hand how to approach a prospect and close a deal. Advance publicity is provided by communications students, who design and distribute flyers announcing the event.

Many sales are also generated by word of mouth, says Wilson. "People who buy our cars tell their friends, and our reputation grows. We've sold a lot of cars between our scheduled sales dates." The dealership maintains an ongoing list of cars in stock available to anyone who stops by.

Why would a buyer shop at such a store? "For many of the same reasons a parent supports youth organizations or community service groups," says Larry Shulman, a Silver Spring attorney who helped create the program. But there's another good reason besides that. Shulman says the mini-dealership's cars are known for their high quality, because the students give them that "something extra" that comes from youthful ambition and energy.

Every buyer receives a warranty for 30 days or 1,000 miles. The dealership warranties many of its cars with more than 60,000 miles, even though it is not required by Maryland law. Wilson also personally roadtests every car prior to delivery.

How the Program Started

This unusual student-run company was made possible through the efforts of local auto dealers and educators. Together, they worked to fashion a hands-on curriculum that would provide students with specific job skills.

"Producing trained mechanics for dealers was our primary aim in setting up the Automotive Trades Foundation," says dealer John Paul. "At the same time, we wanted to provide students with the experience they need to function in the job market after they finish school."

Before setting up the program, the team took a survey of local auto dealers to find out what they value most in their employees. "We learned that dealers rate good work habits and attitudes above anything else," Wilson says.

"We really want to prepare our students to survive after high school, and that means job preparation," he continues. "Schools have an obligation to

A Public Service of This Magazine & The Advertising Council

Thanks, you saved my life.



Johnnie Phillips

Right now, somebody, somewhere, needs your type of blood to go on living.

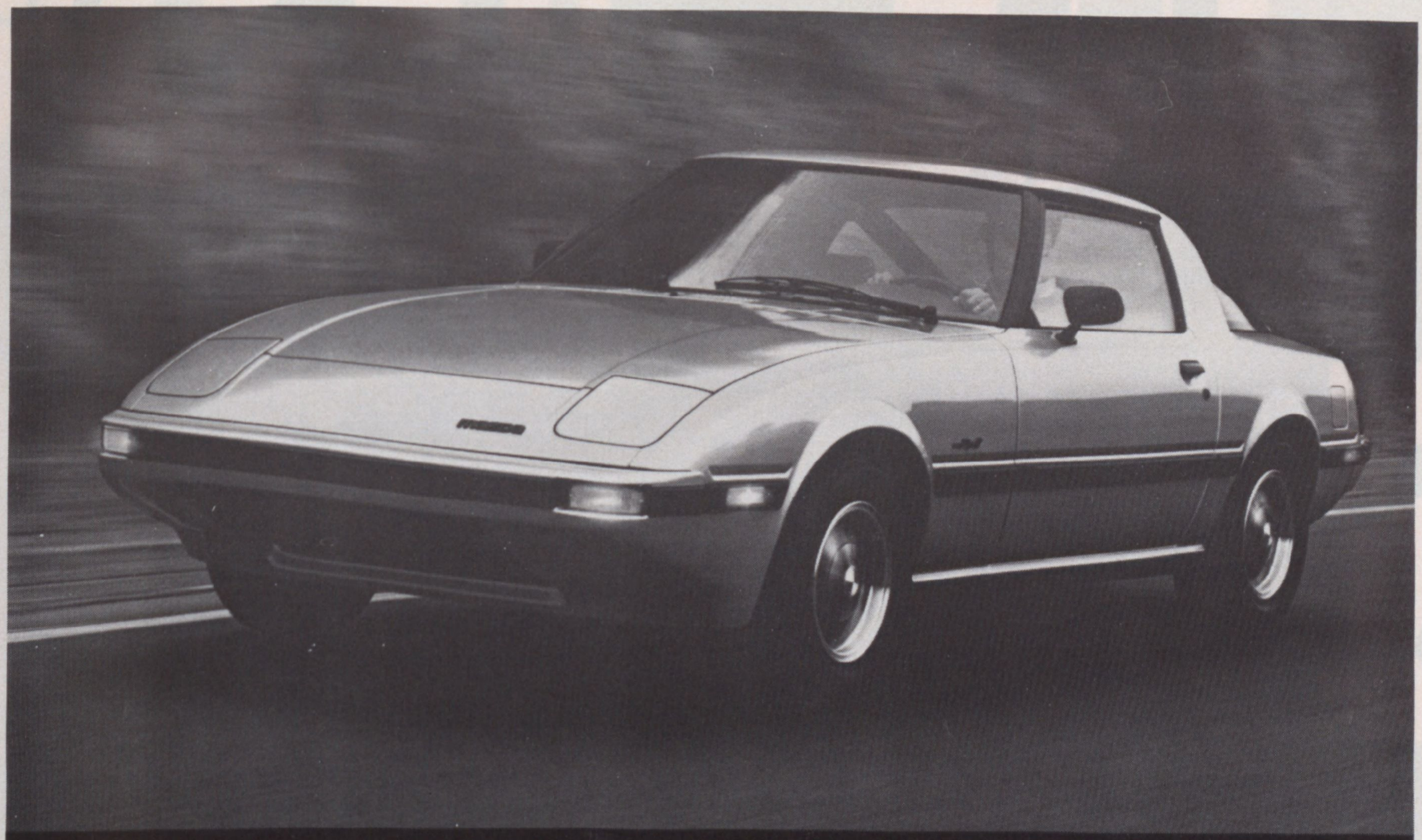
Help save a life. Call today for a blood donor appointment. And bring a friend. Thanks.

Donate Blood.

American Red Cross

We'll Help. Will You?

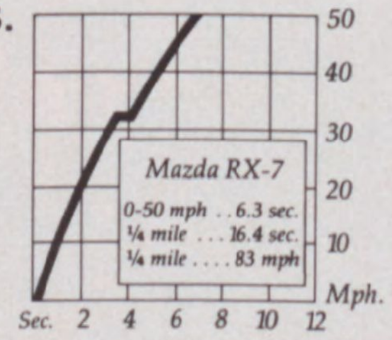
© 1982 The American National Red Cross



Experience Mazda RX-7. The one high-performance sports car that is not reserved for a privileged few.

The Mazda RX-7 experience. It is a sports car enthusiast's dream made real.

It is a rotary engine that can propel you from zero to 50 in just 6.3 seconds.



It is superb directional control made possible by a finely-tuned suspension system and anti-sway bars fore and aft.

It is a precise recirculating-ball steering gear that keeps you constantly in touch with the road below.

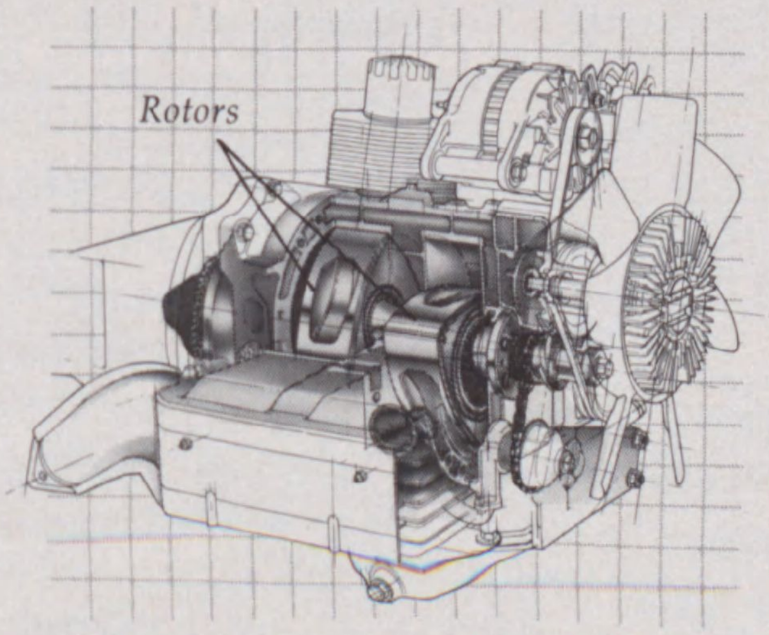
And to make the experience even more enjoyable, the RX-7 is an astonishing value—a sports car enthusiast's dream made affordable.

As you might expect of the best-selling two-seat sports car in America, the RX-7 has exceptional resale value. The Kelley Blue Book, September-October 1982, reports that a 1979 RX-7 S has retained 111.1% of its original sticker price, compared to 79.3% for a 1979 Datsun 280ZX.

If you are partial to the joys of high-performance motoring, all that remains is for you to climb into the RX-7's refined cockpit and head for the open road.

That is where the real RX-7 experience awaits you.

Because its rotors turn constantly in one direction, the Mazda RX-7's 100-horsepower rotary engine is smoother, more efficient, and more powerful for its size than a conventional piston engine.



Mazda's rotary engine licensed by NSU-WANKEL.

1983 Mazda RX-7 S

$9695*

Standard features include 5-speed overdrive transmission • Steel-belted radial tires • Power-assisted front disc brakes • Front and rear anti-sway bars • Retractable headlamps • Automatic power antenna • Cut-pile carpeting • Electric rear window defroster • Driver's seat 3-position lumbar support adjustment • Voltmeter, temperature & oil pressure gauges • Two-speed wipers plus intermittent action • Tinted glass • Coolant and engine oil level warning buzzers • Trip odometer • Covered rear stowaway lockers • Side window demisters.

mazda

The more you look, the more you like.

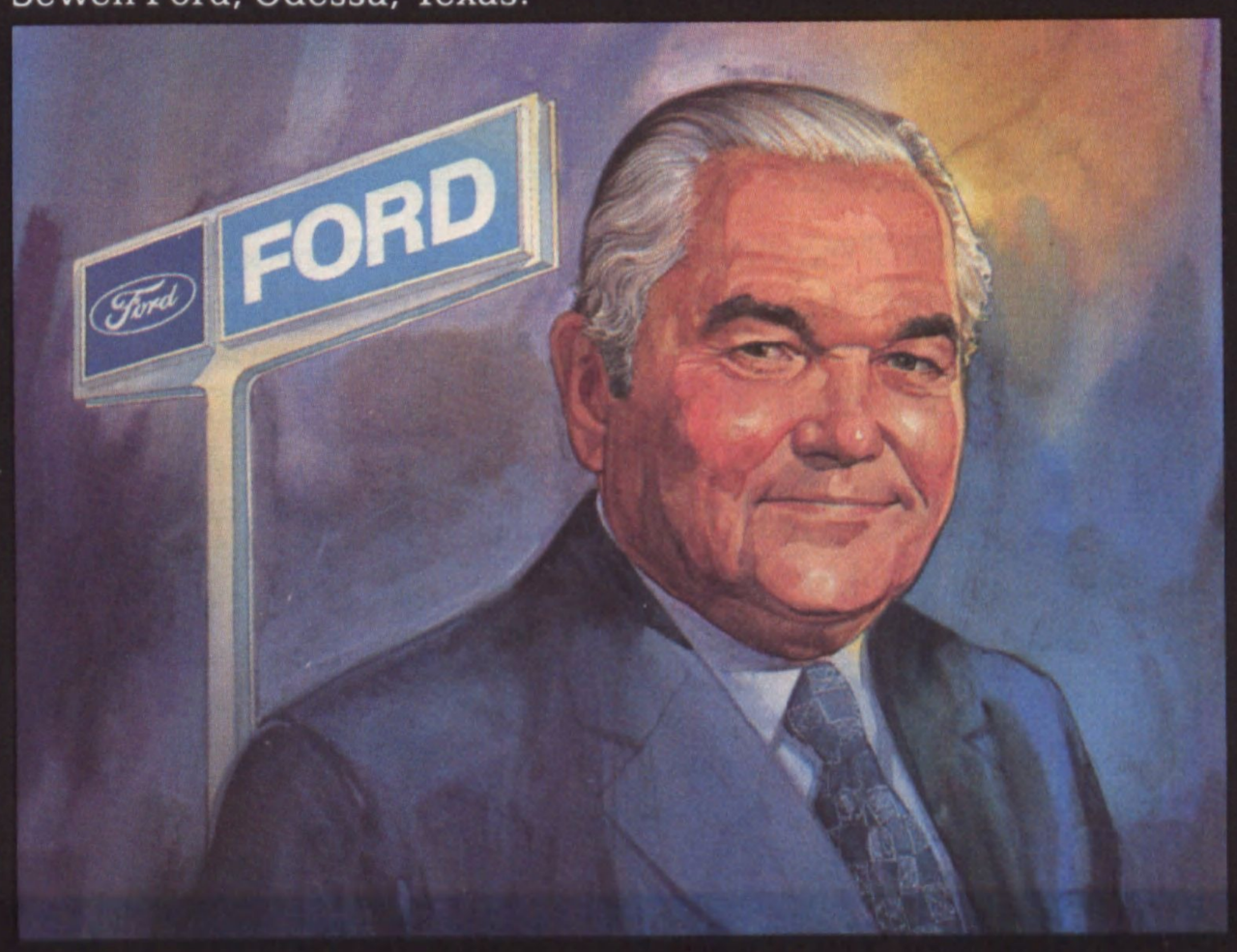
29 EST. HWY. MPG **20** EST. MPG

EPA estimates for comparison. Your mileage may vary with trip length, speed and weather. Highway mileage will probably be less.
*Manufacturer's suggested retail price. Actual price set by dealer. Taxes, license, freight, options (wide tires/al. wheels $350-$420) and other dealer charges extra. Price may change without notice. Availability of vehicles with specific features may vary.

(For more information circle # 38)

Our customers protect

Woody Sewell, Chairman of the Board,
Sewell Ford, Odessa, Texas.



Woody Sewell:
"And so the most significant benefit we receive from offering our used-car buyers Ford's Extended Service Plan is a tangible increase in customer satisfaction.

"We've been involved with E.S.P. ever since its introduction. We realize its importance to our overall dealership profitability."

Paul Crump, General Manager:
"There's obviously an immediate profit with each sale. But E.S.P. also generates incremental service and parts sales that we wouldn't otherwise get . . . because very little used-car repair business generally comes back to the Dealer who sold the car.

"However, E.S.P. ties the repair customer to our dealership, because he is not going to pay full price somewhere else . . . when he can bring the repair here for the price of his deductible."

Tom King, Director of Fixed Operations:
"If one of our used cars qualifies for E.S.P., that will invariably help sell the car. On a used car, our E.S.P. helps take the place of a factory warranty."

Get-action

"Ford's Extended Service Plan lets us offer our used-car buyers protection from possible repair costs that they wouldn't otherwise have."

Paul Crump:
"To ensure that each customer is offered E.S.P. and that the program is fully explained, we make E.S.P. sales a responsibility of our F&I Department. Our salesmen know the program and can answer questions, but we sell it through F&I."

Tom King:
"That system keeps our customers happy, because they know exactly what's covered. It also gives us a high success rate in selling E.S.P. on used cars. On the last report, our penetration was 50%, year-to-date."

Woody Sewell:
"The fact is, Ford's E.S.P. ties our whole dealership together. It keeps customers coming back. And every time they return, we have another opportunity to build good will toward a future sale.

"E.S.P. is very beneficial to our used-car customers. We know it, and we make sure they know it, too."

Ford EXTENDED SERVICE PLAN

Ford Parts and Service Division Ford



Sale days provide the students with a chance to see their efforts pay off.

teach more than reading, writing and arithmetic."

Though the mini-dealership originally was intended for training mechanics, the program has expanded to include accounting, marketing and public relations students as well. These students keep the dealership's books, plan its marketing campaigns and design its advertising.

"The way the mini-dealership runs is similar to what goes on in an actual used-car business," Paul says. "The only difference is that the profits go into improving the facilities and keeping the operation financially independent so the school system isn't burdened with expense." The mini-dealership was started with a special loan in 1977, but it now operates entirely on its own funds. In fact, today, the business shows assets of $80,000.

Reaping the Rewards

Wilson says the difference between this program and others is the sense of responsibility students feel for the final product. "They are reconditioning these cars for real customers," he says, "and that means a lot. For many students, it's the first time they've been able to take pride in their work."

Students hear about the program from their guidance counselors and during annual visits from the ATF staff. Interviews are conducted to determine a student's suitability for the program. One prerequisite is an interest in the automotive industry.

To acquaint students with career opportunities, the Montgomery County Public School System sponsors a "career day" once a year. On that day, area dealers and service managers visit the mini-dealership to conduct small, informal question-and-answer sessions with the students. Throughout the year, students also have the opportunity to meet manufacturers' representatives.

Volunteers from the local business community form the backbone of the Vocational Trades Projects. Two auto industry representatives serve with John Paul as officers—John Badaczewski of Glenmont Chrysler-Plymouth and Gerard Murphy of the Automotive Trade Associations National Capital Area. In addition, four other dealers serve on the board: Bret Brown of Ralph Brown Buick; Barry Covington of Covington Buick; Robert Fogarty of Sport Chevrolet; and Joe Herson of Manhattan Auto. Some 20 dealers in all participate in one way or another with the program. Local lawyers, accountants and real estate managers also volunteer time.

"Once leaders in the community hear about the program, it's hard for them not to like it," says Melissa Mowrey, public relations coordinator for Vocational Trades Projects. "The enthusiasm of students, educators and businesspeople alike is limitless."

If community support is any indication, there is little doubt that the mini-dealership will continue to thrive in Montgomery County. With the same effort and interest, other dealers can establish similar programs in their locales. □

LONG-TERM AUTO LEASING INSURANCE
We make sure you are covered by a high-quality carrier.

Allied with major admitted carriers, we have long experience with this difficult-to-place insurance. We make it easier for you with a special program of insurance designed specifically for the automobile leasing/rental industry.

- **Lessors Excess Liability**
- **Lessors Contingent Liability**
- **Lessors Contingent Physical Damage**
- **Interim Car coverages**
- **Primary Liability coverages**
- **Primary Physical Damage**

We invite your inquiry and your business.
Call or write **Ron Ruane.**

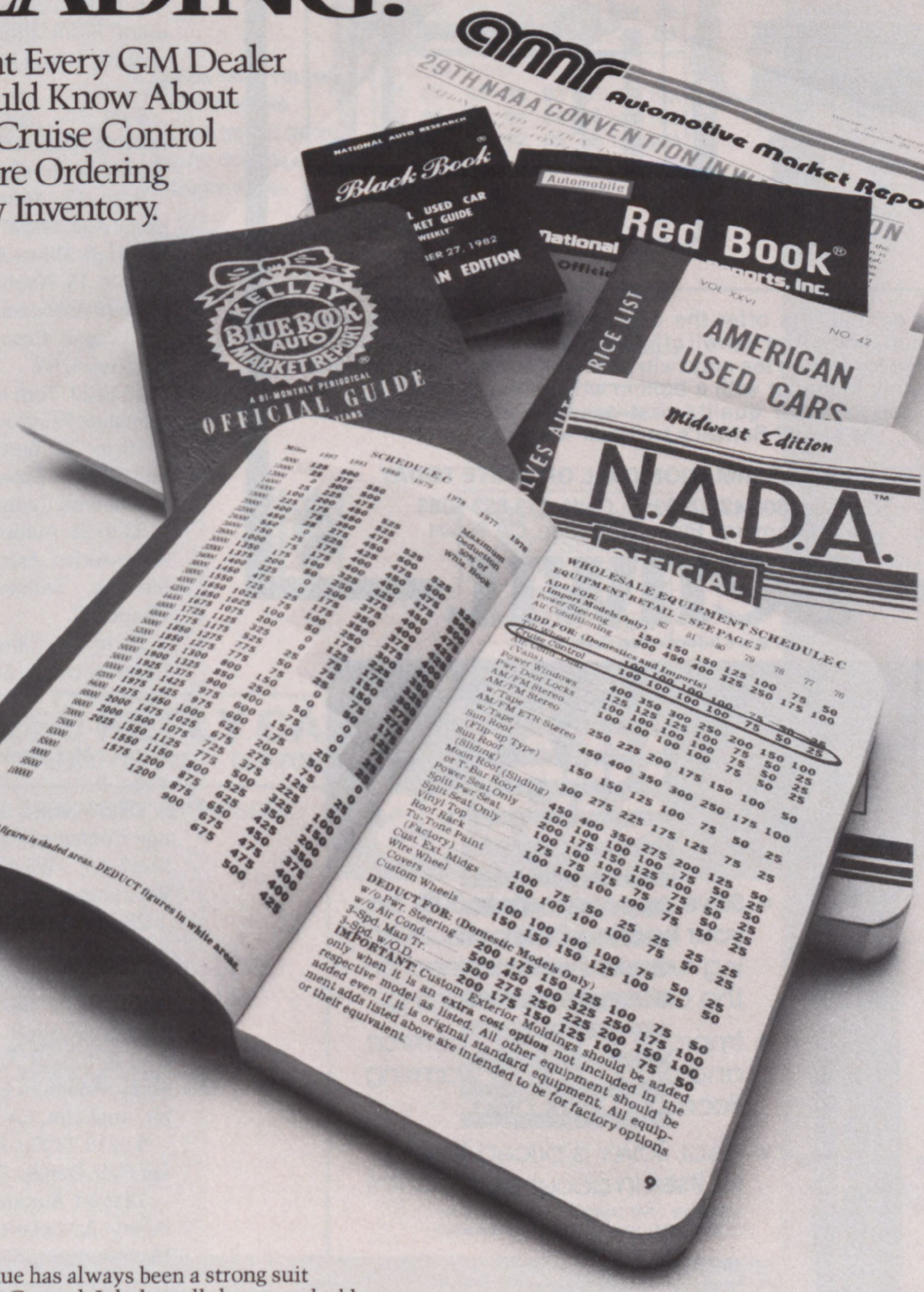
"See Us at Booth 306"

PAIGE-RUANE, INC. INSURANCE
The Irwin Building
460 N. Gulph Road
King of Prussia, PA 19406
(215) 265-4170

(For more information circle # 48)

RECOMMENDED READING:

What Every GM Dealer Should Know About AC Cruise Control Before Ordering New Inventory.



Retained value has always been a strong suit of AC Cruise Control. It helps sell the car and adds profit at the time of sale. It also adds value at the time of resale for the customer (according to current used car guides). It can help make that trade-in a more attractive and quicker-moving used car, too.

Next time you order your cars, order K-35—the option that helps sell its car over and over again. *AC Cruise Control, the profit option.*



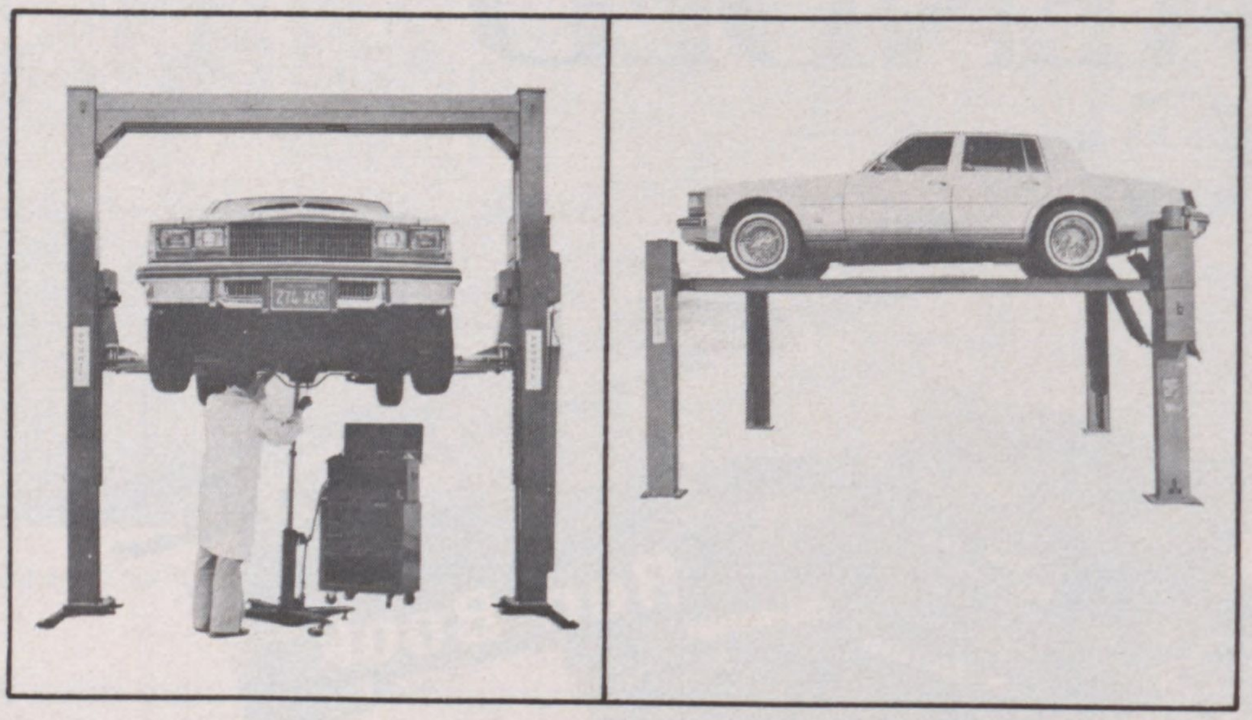
FACTORY-INSTALLED AC CRUISE CONTROL. THE GM QUALITY YOUR CUSTOMERS DESERVE.

AC Spark Plug Division
General Motors Corporation,
1300 N. Dort Highway, Flint, Michigan 48556

(For more information circle # 1)

Benwil

When quality is built in it doesn't wear out.



Above-ground lifts offer the best method for increasing your service capability. And Benwil offers the best in above-ground lifts. In addition to offering the only twin-post without floor obstructions and the only four-post with a built-in wheels-free scissors lift, we provide the superior quality that assures you of trouble-free operation. The proof? Benwil's two-year warranty.

FOR FREE INFORMATION CALL OR WRITE TODAY

Toll-Free: **800-421-2943;** In Calif: **213-533-5085**
20526 Gramercy Place, Torrance, CA 90501

Benwil

(For more information circle # 13)

THE HEAT SAVERS



- **Save approximately 30% on your heating bills** by recovering wasted heat trapped on the ceiling of your building.
- Improve employee's comfort and productivity by warming floors and work area.
- Heat Saver is priced to pay for itself in about one month!

INDUSTRIAL HEAT SAVER™ (2 Yr. Warranty)
COMMERCIAL HEAT SAVER™ (1 Yr. Warranty)

dealers welcome
Northwest Energy Systems
9062 Lyndale Ave. Bloomington, MN 55420
(612) 881-4846

Name _____
Address _____
State _____ Zip _____ Phone(____) _____
Number of Units ____ Ceiling Height ____ ☐ Ck. here for more information
(1 Unit for every 2000 sq. ft. of floor space)
Industrial $149.00ea
Commercial $99.00ea
Acct. # _____ ☐ VISA ☐ American Express ☐ Master Card (U.S. Accounts Only)
Sub Total _____
Minn. Residents add 5% sales tax _____
Total Amount _____
Signature _____ Expir. Date _____

(For more information circle # 46)

Calendar

February

1 to 3. Pacific Automotive Show, Centennial Coliseum, Reno, NV

6 to 9. National Truck Equipment Association Annual Convention, Hilton Hotel, Las Vegas, NV

6 to 10. Truck Renting and Leasing Association Convention, Doral Country Club, Miami, FL

9 to 13. Milwaukee International Auto Show, Mecca Convention Hall, Milwaukee, WI

12 to 15. National Automobile Dealers Association Convention, Las Vegas Convention Center, Las Vegas, NV

16 to 20. York Auto Show, York Interstate Fairgrounds, York, PA

16 to 20. Buffalo Auto Show and Trade Exposition, Buffalo Convention Center, Buffalo, NY

23 to 26. Automotive Parts and Accessories Association Winter Meeting, Saddlebook, Wesley Chapel, FL

25 to 27. National Autorama, Connecticut State Armory, Hartford, CT

26 to March 6. Chicago Auto Show, McCormick Place, Chicago, IL

28 to March 2. Energy Technology Conference and Exposition, Sheraton Washington Hotel, Washington, DC

28 to March 4. SAE International Congress and Exposition, Cobo Hall, Detroit, MI ■

March

6 to 8. Import Automotive Parts Show, Anaheim Convention Center, Anaheim, CA

9 to 13. Dallas Auto Show, Market Hall, Dallas, TX

12 to 14. Automotive Service Industry Association Convention, Hyatt Regency, Chicago, IL

15 to 17. International Automotive Aftermarket Show, McMormick Place, Chicago, IL ■

April

9 to 12. American Truck Dealers Annual Convention and Exposition, Sheraton Hotel, Boston, MA □

automotive executive Reader Service Card

Free Product and Service Information

Name _____
(please print)

Title _____

Company _____

Address _____

City _____

State _____ Zip _____

Please check one box in each category.

To be processed all questions must be answered.

I. TYPE OF FIRM

- ☐ 1 New Car Dealership
- ☐ 2 New Truck Dealership
- ☐ 3 Independent Used Car/Truck Dealer
- ☐ 4 Manufacturer
- ☐ 5 Distributor
- ☐ 6 Other (Specify) _____

II. JOB TITLE

- ☐ A Dealer/Owner
- ☐ B General Manager
- ☐ C Sales Manager
- ☐ D Parts/Service Manager
- ☐ E Body Shop Manager
- ☐ F Manager, other (specify) _____

III. ANNUAL SALES VOLUME

- ☐ 1 Under $1,000,000
- ☐ 2 $1,000,000 to $5,000,000
- ☐ 3 $5,000,000 to $10,000,000
- ☐ 4 Over $10,000,000

IV. NUMBER OF EMPLOYEES

- ☐ A 10-25
- ☐ B 26-40
- ☐ C 41-60
- ☐ D Over 60

Products and Services

1	11	21	31	41	51	61	71
2	12	22	32	42	52	62	72
3	13	23	33	43	53	63	73
4	14	24	34	44	54	64	74
5	15	25	35	45	55	65	75
6	16	26	36	46	56	66	76
7	17	27	37	47	57	67	77
8	18	28	38	48	58	68	78
9	19	29	39	49	59	69	79
10	20	30	40	50	60	70	80

Showcase

81	84	87	90	93	96	99	102
82	85	88	91	94	97	100	103
83	86	89	92	95	98	101	**104**

THIS CARD EXPIRES MAY, 1983

☐ Please send me 12 issues of **automotive executive** and bill me $7.50. Circle 104.

Please have a company sales representative contact me about these items.

_____ # _____
_____ # _____
_____ # _____

2-83-1

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 217 CLINTON, IOWA

POSTAGE WILL BE PAID BY ADDRESSEE

AE automotive executive
P.O. BOX 2882
CLINTON, IOWA 52735

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 217 CLINTON, IOWA

POSTAGE WILL BE PAID BY ADDRESSEE

automotive executive
P.O. BOX 2882
CLINTON, IOWA 52735

automotive executive Reader Service Card

Free Product and Service Information

Name _____
(please print)
Title _____
Company _____
Address _____
City _____
State _____ Zip _____

Please check one box in each category.

To be processed all questions must be answered.

I. TYPE OF FIRM

- ☐ 1 New Car Dealership
- ☐ 2 New Truck Dealership
- ☐ 3 Independent Used Car/Truck Dealer
- ☐ 4 Manufacturer
- ☐ 5 Distributor
- ☐ 6 Other (Specify) _____

II. JOB TITLE

- ☐ A Dealer/Owner
- ☐ B General Manager
- ☐ C Sales Manager
- ☐ D Parts/Service Manager
- ☐ E Body Shop Manager
- ☐ F Manager, other (specify) _____

III. ANNUAL SALES VOLUME

- ☐ 1 Under $1,000,000
- ☐ 2 $1,000,000 to $5,000,000
- ☐ 3 $5,000,000 to $10,000,000
- ☐ 4 Over $10,000,000

IV. NUMBER OF EMPLOYEES

- ☐ A 10-25
- ☐ B 26-40
- ☐ C 41-60
- ☐ D Over 60

Products and Services

1	11	21	31	41	51	61	71
2	12	22	32	42	52	62	72
3	13	23	33	43	53	63	73
4	14	24	34	44	54	64	74
5	15	25	35	45	55	65	75
6	16	26	36	46	56	66	76
7	17	27	37	47	57	67	77
8	18	28	38	48	58	68	78
9	19	29	39	49	59	69	79
10	20	30	40	50	60	70	80

Showcase

81	84	87	90	93	96	99	102
82	85	88	91	94	97	100	103
83	86	89	92	95	98	101	**104**

THIS CARD EXPIRES MAY, 1983

☐ Please send me 12 issues of **automotive executive** and bill me $7.50. Circle 104.

Please have a company sales representative contact me about these items.

_____ # _____
_____ # _____
_____ # _____

2-83-1

FREE INFORMATION FOR AUTOMOTIVE EXECUTIVE READERS

READER SERVICE

When you want more information about products and services advertised or featured in this issue, just circle the numbers which correspond to the information you would like to receive on one of the adjoining cards.

The advertisers and their corresponding numbers are listed below. Circle numbers appear at the bottom of each advertisement and "Showcase" item.

Then drop the card in the mail (we'll pay the postage). Two cards are provided for your convenience—one for you and one for your managers. Please pass one along.

PRODUCTS AND SERVICES

Circle No.	Advertiser	Page No.
1	AC Spark Plug	109
2	Adesco-Minnehoma	Cover 3
3	ADP Dealer Services	26, 27
4	American Bell	66, 67
5	American Hardware Mutual	47
6	American Honda	93
7	Associates Commercial	31
8	Audiovox Corp.	11
9	Auto Tell Services Inc.	56
10	Autoleather Guild	37
11	Automotive International Inc. (Waxoyl)	63
12	Bee Line Co.	121
13	Benwil Industries	110
14	Bivens Winchester Corp.	119
15	Black Enterprise Magazine	130
16	BMW of North America Inc.	24
17	Cars & Concepts	15
18	Dyatron Corp.	45
19	Chief Automotive Systems	84
20	Clarion Corp. of America	123
21	DCI Computer Systems Inc.	Cover 4
22	Display Data Corp.	3
23	Durakon Inc.	29
24	E & G Classics Inc.	34
25	Energy Saving Products	68
26	First American Warranty Corp.	41
27	First Federated Life Insurance Co.	80
28	Gamut Investments Inc.	114
29	General Motors Acceptance Corp.	4
30	General Motors Continuous Protection Plan	12
31	General Motors Motors Insurance Corp.	42, 43
32	General Warranty Corp.	32
34	Krex Inc.	87
35	Lloyd Andersen & Co.	129
36	Maguire Insurance Agency	103
37	Manheim Auctions	122
38	Mazda Motors of America	105
39	Money Magazine	99
40	NADA Dealer Candidate Academy	95
41	NADA Insurance Trust	70
42	NADA Retirement Trust	96
43	NADA 20-Groups	125
44	National Auto Auction Association	73
45	National Automotive Insurance and Service Agency Inc.	59
46	Northwest Energy Systems	110
47	Oakleaf & Associates Inc.	90, 91
48	Paige-Ruane Inc.	108
49	Perfection Products Co.	69
50	Pitcher, Doyle, Penn Inc.	7
51	The Reynolds & Reynolds Co.	116, 117
52	Saab-Scania of America	88
53	Saginaw Steering	77
54	Telegenix Inc.	86
55	Thermo-Guard Inc.	51
56	Total Systems Technology	94
57	Toyota Motor Sales USA	126
58	Tricom Systems Corp.	49
59	United Dealer Group Inc.	65
60	Universal Underwriters Insurance Co.	Cover 2
61	Volvo of America	19
62	Western Diversified Life Insurance Co.	100
63	Zimmer Motor Cars	52
64	Atlanta Auto Auction	98
65	Brasher's Auto Auction	98
66	Commonwealth Auto Auction	98
67	Concord Auto Auction	98
68	Flint Auto Auction	98
69	PADE	98
70	Southern Auto Auction	98
71	American Isuzu Motors Inc.	38

SHOWCASE—NEW PRODUCT SECTION

Circle No.	Company	Page No.
81	Power Torque Industries	131
82	Formula 1 Products	131
83	Eclipse Systems Inc.	131
84	AMS/OIL Inc.	131
85	Motorola Inc.	131
86	Lisle Corp.	132
87	Ammco Tools Inc.	132
88	Owatonna Tool Co.	132
89	Draf Industries Inc.	132
90	Benwil Industries Ind.	132
91	Ingalls Engineering Co. Inc.	132
92	Kleer-Flo Co.	132

Take a new look at Gamut.

There's a new spirit at Gamut. A new vitality. An energetic team of trusted friends plus some new faces. But, best of all, fresh new ideas to increase your profits.

Yet Gamut retains all the features that made us a leader in extended service programs. A solid reputation for reliable performance. And a strong emphasis on profits.

Take a new look at Gamut for 1983. And uncover a brand new spirit.

Rediscover Gamut at the NADA Show, February 12-15 in Las Vegas.

GAMUT
AUTOMOTIVE
SERVICE PLAN

A new spirit.



P.O. BOX 2941 / SHAWNEE MISSION, KANSAS 66201 / (800) 255-6738

ENTER MITSUBISHI MOTOR SALES: NEW CARS, NEW IMAGE

by Ted Orme

The history of the American free enterprise system is rich with daring accounts of those who gambled on greatness against all odds. The ones who succeed are the stuff of legends. For the multitude that don't, well, they are history, too.

The latest high-stakes gambler is Mitsubishi Motor Sales of America Inc. (MMSA), which has launched an all-out effort to make a new name and place for itself in the lucrative American market. Like the Nina, Pinta and Santa Maria, Mitsubishi's recently introduced Starion, Cordia and Tredia are here to carry new riches back to the old country. But unlike the Spanish trio, MMSA will have to overcome the strong headwinds of economic recession, heavy competition, the likelihood of continued import restrictions and a growing climate of protectionism.

Against these odds, MMSA is gambling $21 million that it can sell 30,000 cars and about 12,000 small trucks annually through 72 charter dealerships in 22 carefully selected cities. The company does not expect to be in the black for the first couple of years but, beyond that point, it is banking that its new high-performance, high-technology image will pay off in spades.

Given the uphill battle it faces, MMSA's bold new venture might seem foolhardy to many. But Mitsubishi is not exactly an amateur in the automobile business. MMSA is solely owned by Mitsubishi Mo-

Experience the Leader.

Thank you for making our VIM/NET family the most successful computer introduction in automotive history.

Hundreds of dealers have already chosen a Reynolds + Reynolds VIM/NET to computerize their dealerships. Here's why:

- Hundreds of dealers have confidence not only in the VIM/NET family of computers, but in the company that stands behind it.
- Reynolds + Reynolds provides the most widely chosen software applications in the industry.
- VIM/NET is backed by an unequalled nationwide network of service and support.
- VIM/NET is the most technologically advanced computer available in the industry.

Only the VIM/NET family of computers provides the advantages of in-house computing to the smallest of dealerships, the power to provide top performance to the nation's largest dealerships, and a more powerful computer than ever offered for all sizes of dealerships. And because VIM/NET features "Local Area Networking" capabilities you never outgrow the VIM/NET family of computers. It grows with you.

That's why most dealers are doing business with Reynolds + Reynolds, the company with more automotive experience than any other computer systems company.

For further information about the VIM/NET family, call Reynolds + Reynolds at 513/220-9128. Now.



Reynolds + Reynolds
information systems

Corporate Offices, Dayton, Ohio 45401
and Brampton, Ontario, Canada L6T 3X1

(For more information circle # 51)

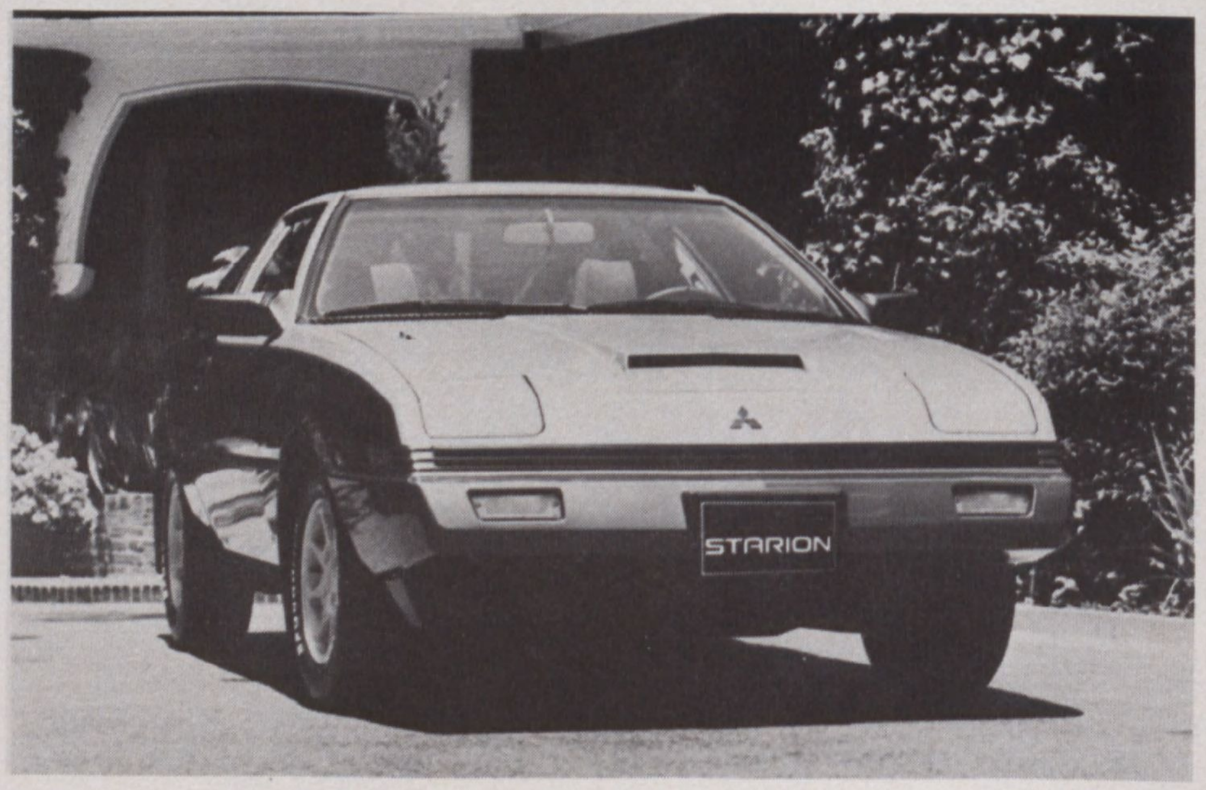
Copyright 1983 The Reynolds and Reynolds Company. All rights reserved.

VIM NET™

VIM NET 3000



The national headquarters of Mitsubishi Motor Sales of America in Fountain Valley, CA.



The Starion comes with a turbocharged 2.6-liter engine and a 5-speed manual transmission.

tors Corp., a subsidiary of Mitsubishi Heavy Industries Ltd. (MHI) of Japan. MHI is a century-old industrial monster which calls itself the "largest industrial and economic group in Japan." It has an interest in automobiles, shipbuilding, aircraft, electronics, petroleum, finance, insurance—you name it.

The first Mitsubishi "Model A" automobile appeared in 1917, and the first truck the following year. Since then, Mitsubishi has established itself as Japan's fourth largest auto maker, with current volume at 1.2 million units per year. More than half of this number are exported to 135 different countries around the world. Considering the company exported only 30,000 units to 39 countries in 1970, it would be safe to say Mitsubishi's expansion into the world auto market has been spectacular.

The Chrysler Connection

In 1970, Mitsubishi entered into an exclusive distribution agreement with Chrysler Corp. to sell the subcompact Plymouth Champ/Dodge Colt, sporty Plymouth Sapporo/Dodge Challenger and Ram mini-pickup trucks under Chrysler marques. At the time, it seemed an excellent deal for both companies. Chrysler acquired much-needed compact models for its lineup, while Mitsubishi gained instant access to the world's largest auto market through an established network of dealers. Mitsubishi received cash to boot as Chrysler purchased a 15-percent share of Mitsubishi Motor Sales.



The Cordia features front and rear independent suspension, rack-and-pinion steering and power-assisted front disc brakes.

More than a million Mitsubishi vehicles were sold under this arrangement. But as Chrysler fell to the brink of bankruptcy in the late '70s, the dealer base eroded and sales of both Chrysler and Mitsubishi cars and trucks slumped badly. Sales of Mitsubishi vehicles by Chrysler fell from 192,000 in 1980 to 145,000 last year, with a further 30-percent decline projected for 1982.

Watching sales decline while Toyota, Nissan, Honda and Mazda all gained strength in the U.S. was a bitter pill of Mitsubishi. The company was also increasingly displeased that only a portion of its model line was represented in this country, and that its cars were sold under the Chrysler name. Mitsubishi's image here, what there was of it, as a competent maker of fuel-efficient cars grated the company, which took pride in its high-performance/sporty image in most other markets.

Enough was enough, and in 1981 Mitsubishi hammered out a new marketing agreement which allowed it to establish its own subsidiary in the U.S. for distribution of a line of vehicles under the Mitsubishi brand. Chrysler agreed to allow Mitsubishi to sell a maximum of 30,000 cars here during its first year—26 percent of Chrysler's annual allotment of Mitsubishi cars under the current "voluntary" import restrictions. There is no limit on the number of trucks Mitsubishi can sell. MMSA's allotment will be allowed to rise by the amount that Chrysler's Mitsubishi sales fall short of their allotment. "Does that sound like a cooperative/competitive relationship, a bit of industrial love/hate?" *Motor Trend* writer Kevin Smith quipped.



The 1.8-liter engine in the Tredia is equipped with dual engine stabilizers for smooth, quiet operation.



Mitsubishi's off-road package includes double-tube rear bumper, sports bar and off-road driving lights.

A further strain on the Chrysler/Mitsubishi relationship stems from the fact that MMSA's new Cordia and Tredia will compete with Chrysler K-cars and, to some extent, with the Omni/Horizon. The small trucks will meet head on.

"We won't treat Chrysler any different than Datsun or Toyota," Richard D. Recchia, executive vice-president and chief operating officer for MMSA told *Business Week* magazine. "We're trying to take a piece of the market. I don't think we should be worrying about whose toes we step on."

The Cars

But while MMSA may steal some sales from Chrysler, there is no question that its primary target is its Japanese and European brethren. The flagship of the Mitsubishi line, the turbocharged Starion, takes dead aim at the Toyota Celica Supra, Datsun 280ZX, Mazda RX-7 and Porsche 944, as well as the sporty domestics, such as the Camaro/Firebird and Mustang/Capri. The sporty Cordia coupe challenges the Datsun 200SX, Toyota Celica, Honda Prelude and Volkswagen Scirocco, while the Tredia sedan takes on the abundance of import and domestic entries in its style and price range.

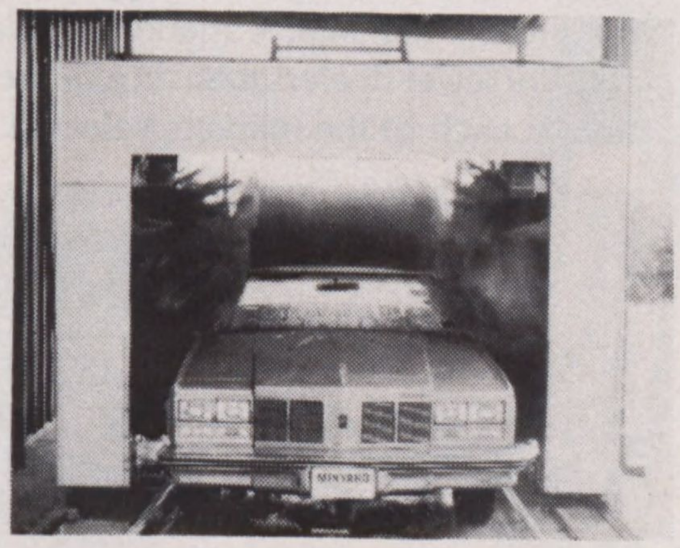
However, nearly half of MMSA's sales will come from the Starion, and its marketing strategy will be keyed to the sports/performance market. Heavy emphasis will also be placed on the car's advanced technology, comfort, reliabilty and fuel efficiency in an attempt to overhaul Mitsubishi's public image.

MMSA will pour $10 million into advertising these virtues, but with only 22 markets in 16 states, it will be a localized effort. There will be no network TV, and 70 percent of spending will go for spot ads.

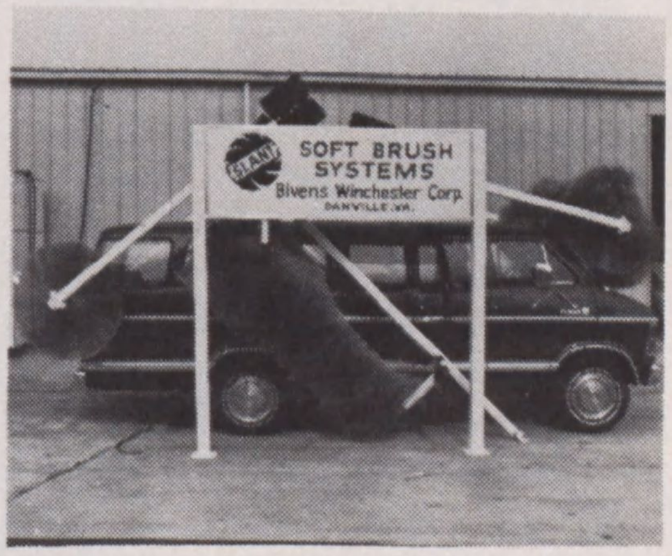
The Dealers

Starting an automobile distribution company from scratch has its advantages. Using the latest market data and computer models, MMSA carefully selected its markets in areas of highest demand for Japanese cars. Unencumbered by any existing dealer network, the company was able to select its 72

For Your Car Washing and Polishing Equipment Needs -
TALK TO SLANT BRUSH



ROLL OVER WASHERS
• available with blower



DRIVE THRU WASHERS
• complete line of conveyorized equipment.



POLISHING EQUIPMENT
• apply paint sealants and waxes in 8 minutes.
Paint Sealant Program available

SLANT BRUSH© SYSTEMS

A Division of Bivens Winchester Corp.
P.O. Box 254 • Danville, Virginia 24543
1-800-446-8894 or 1-804-797-9241
Distributor Inquiries Invited

(For more information circle # 14)

charter dealerships from more than 2,000 applicants on the basis of strict criteria, not the least of which was the requirement of an average capital investment of $1.2 million.

To allow for the "greatest opportunity for profit," the MMSA marketing plan calls for fewer dealers than the competition in each of the markets selected. It also allows for expansion of the dealer network based on a projected 5-year plan. All dealerships are "exclusive" single line stores, with average planned sales potential of 538 vehicles annually—above the national average and quite sufficient, according to the company, to justify the dealer's investment.

If the first month of sales is any indication, selling all 538 vehicles should be a piece of cake. In October, its inaugural month, MMSA sold 1,175 cars and 252 trucks—a record for any import car company in its first month. In view of the fact that only about 60 percent of the planned 72 dealers were operational, and many of those in temporary facilities while their permanent dealer-

1983 MITSUBISHI CARS & TRUCKS

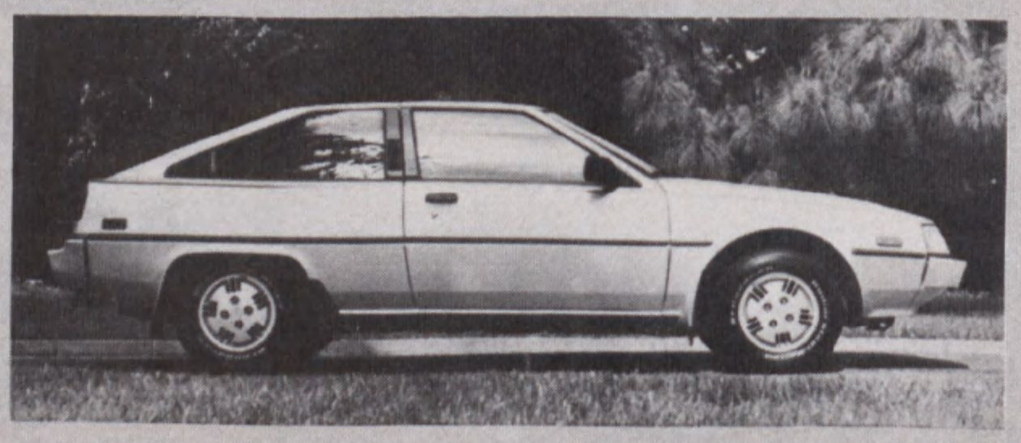
Starion

This 2-door, 2+2 seat, high-performance sports car embodies Mitsubishi's sought-after new image. Powered by a turbocharged 2.6-liter, 4-cylinder engine producing 145 horse power, Starion features electronic fuel injection, 4-wheel independent suspension, power-assisted steering and power-assisted ventilated disc brakes on all four wheels.



Cordia

This sporty 2-door, front-wheel-drive hatchback is powered by a new (for the U.S.) 82-horsepower, 1.8 liter, 4-cylinder engine. Other features include independent front and rear suspension, rack-and-pinion steering, power-assisted front disc brakes and a choice between a 5-speed manual transmission, Mitsubishi's dual range 4+4 manual transmission and a new, more efficient automatic transmission with electronically controlled damper clutch.



Tredia

This 4-door, 5-passenger compact sedan shares the floorplan, 1.8-liter engine, drivechain and suspension with the Cordia and "thus combines that sleek hatchback's sporting performance with the appealing practicality of the family sedan," says Mitsubishi.



Trucks

All Mitsubishi mini-trucks are available in 2-wheel and 4-wheel-drive configurations with a choice of a 2.0- or 2.6-liter gasoline engine or the all new 2.3-liter turbocharged diesel, a first for the U.S. Mitsubishi trucks are also the first imported truck offered with double-wall cargo boxes.

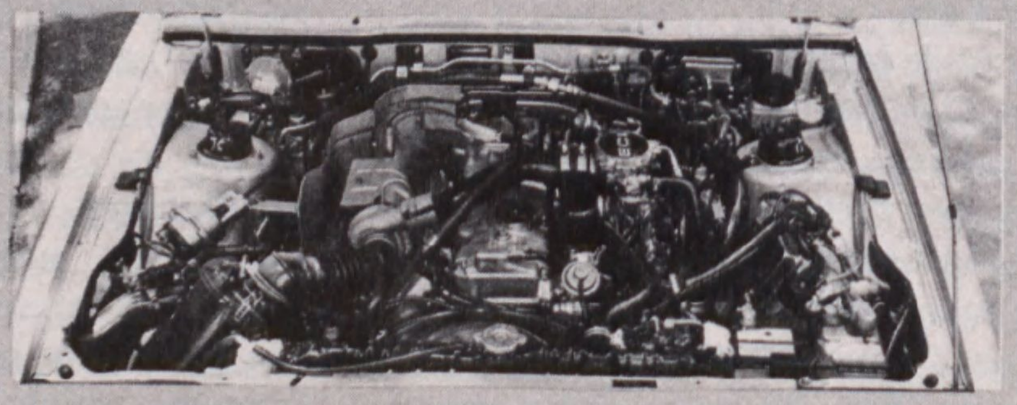


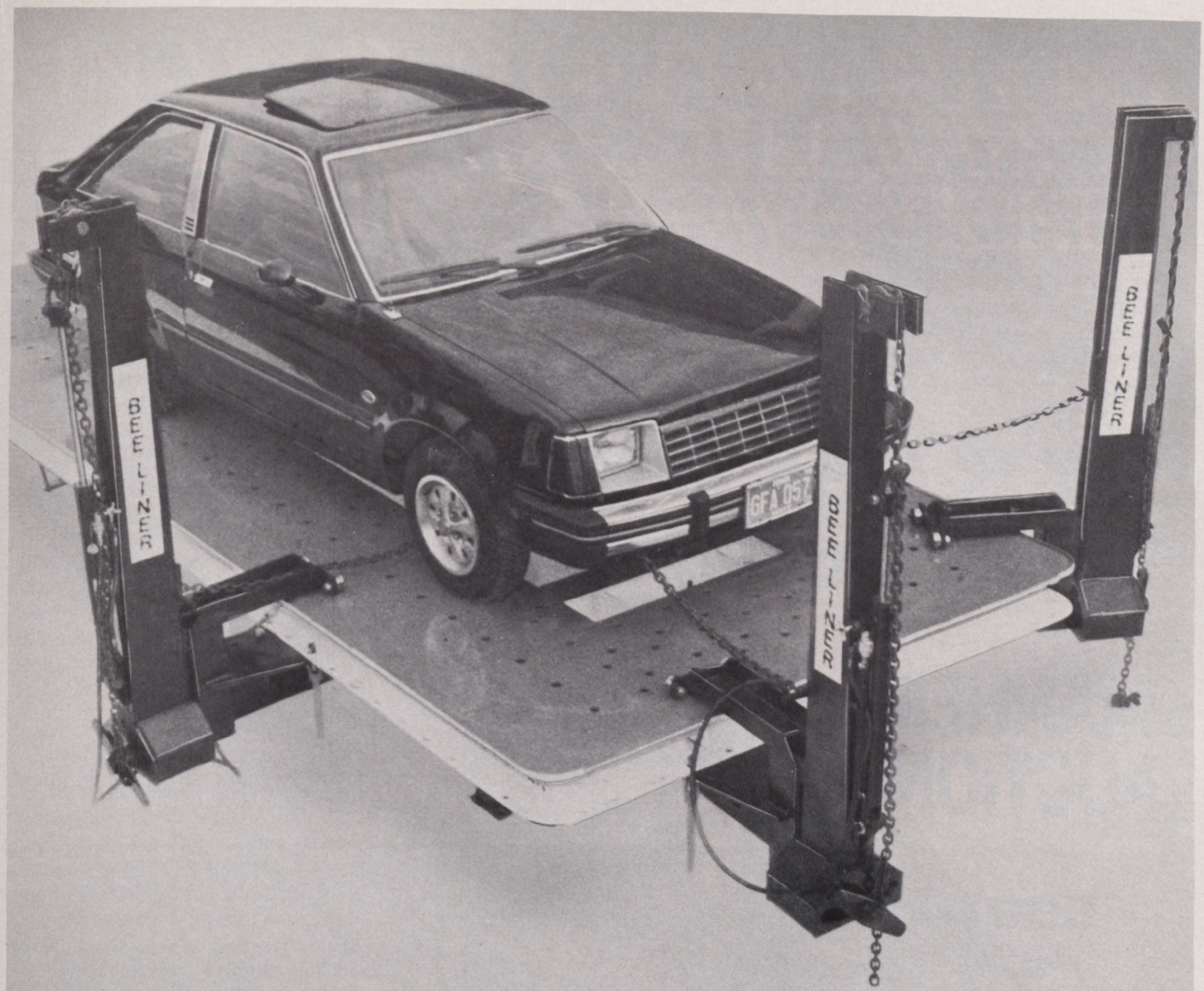
Engineering Highlights

The company prides itself on many innovative engineering features in its cars and trucks. Probably foremost are the dual engine stabilizers, Mitsubishi's patented counter-balancing system which uses two counter-rotating internal shafts to cancel out vibrations in 4-cylinder engines.

All of the 1983 gasoline engines offered by Mitsubishi also feature "MCA Jet" combustion chambers. This design includes the use of a small, third valve in each cylinder for more efficient combustion, better emission characteristics and improved fuel economy.

Other innovations on the 1983 models include electronically controlled fuel injection (Starion); a dual-range 4+4 manual transmission that offers the driver a choice between "power" and "economy" gear ratios (Cordia, Tredia); electronically controlled automatic transmission (Cordia, Tredia); optional rear brake lock-up control system (Starion; (duplex "silent" chain-driven transfer case (4-wheel-drive trucks); digital and graphic display instrumentation (Starion and Cordia); and dual bi-level heating/ventilation systems (all cars). □





PULL WITH THE LEADER!

THE NEW BEELINER® 12000 is the rugged, quick correction system that increases production in collision-correction shops.

THE BEELINER® 12000 can handle all frame correction jobs on all age, all makes (small cars through vans and pickups) without changing tools or adding special attachments for specific makes or models. The Beeliner® 12000 utilizes the Bee Line Standard Pull Rams and Multi- Pull® concept which has made the Bee Line Company leaders in the automotive collision-correction industry. The three Beeliner® 12000 quick anchoring, tilting towers are easily positioned to give the Beeliner® 12000 a full 360° work capacity around the machine bed. This feature allows for positioning vehicle damage on either end of the machine, and correct damage on both ends of the vehicle at the same time. **BEE LINE'S TRIED AND PROVEN GAUGING SYSTEM** allows one man to do all of the (Datum and Centerline) measurement work as well as pull the vehicle into alignment quickly and accurately. The Beeliner® 12000 base requires no in-floor installation...

Set it and use it. It will out-pull them all in increased production and profits.

For more information contact:

Bee Line Company, P.O. Box 709,
Bettendorf, Iowa 52722-0709

BEE LINE
AUTOMOTIVE EQUIPMENT

A Division of McLAUGHLIN

(For more information circle # 12)

ships are under construction, the company is already uncorking champagne.

The Company

MMSA's national headquarters is temporarily located in Fountain Valley, CA, until a permanent 22.3-acre site in nearby Cypress, CA, is completed in 1984. The facility will eventually house the western regional headquarters, data processing center, national parts distribution center, service training center, California emissions lab and styling studio. The eastern regional office and parts depot is in Bridgeport, NJ, 25 miles from downtown Philadelphia, and a "49 state" emissions lab in Ann Arbor, MI, rounds out MMSA's facilities.

To cover any service gaps between its 22-city dealer network, the company is establishing a nationwide network of independent service centers to provide authorized service and parts. Owners can locate the nearest service center by calling a toll-free "800" number contained in their new-car information package.

With the MMSA chairman of the board position currently vacant, Tohei Takeuchi, formerly general manager of the Los Angeles branch of Mitsubishi Motors Corp., occupies the top post as president and chief executive officer. Richard Recchia is acting as executive vice-president and chief operating officer, bringing with him 12 years experience as president of Fiat Motors of North America. Before that, Recchia served as general manager of the automotive sales division of Chrysler.

Other top officers include vice-president for sales R. L. "Bob" Stallsmith, formerly general sales manager for Nissan Motor Corp., U.S.A.; vice-president for service Thomas C. Benson, former director of consumer support for Nissan; vice-president for parts Daniel F. McNamara, previously national parts and accessories marketing manager for Toyota; and staff vice-president for marketing services Robert L. Morgan, formerly senior vice-president and marketing manager at the Marketing Services Companies, Birmingham, MI.

The Future

From its modest 30,000-car, 72-dealer start, newcomer MMSA has ambitious plans. Company officials are looking forward to the day they can claim up to 400 dealers and sales of 250,000 units per year—a level at which MMSA says it would consider building manufacturing facilities in this country. But all this depends, of course, on whether or not import restraints, which expire March 31, 1983, are lifted or continued for the third year.

If the import restraints are continued, which seems likely, MMSA may press hard for a greater share of Chrysler's import allotment, a move sure to be met with stiff resistance from Chrysler dealers.

But other industry analysts predict stronger ties between Chrysler and Mitsubishi. Their marketing agreement calls for the two companies to collaborate on technology and manufacturing projects through 1990. This conceivably could lead to a jointly produced car in the U.S., a venture which would sidestep import restrictions. Or Mitsubishi may seek to acquire an equity position in Chrysler, which could still be looking for a merger partner.

Where the Chrysler/Mitsubishi relationship goes, nobody knows. One thing is certain, however. Mitsubishi is coming on strong. □

We're your one sure bet in Las Vegas!

MANHEIM AUCTIONS

BOOTH 928 1983 NADA EXPO



Simply look for the nationwide symbol of trust and service! Manheim Auctions' professionals make you a winner every time by helping you maintain a balanced, hot-selling inventory . . . and *build bigger profits.* And they'll make you a winner when you stop by and "Roll the Dice" for fun and prizes! Visit us—and take the gamble out of selling cars in the '80's!

MANHEIM AUCTIONS, P. O. BOX 4667, LANCASTER, PA 17604

***Auto Auctions* at Manheim, PA • (N.A.D.E.) Bordentown, NJ • (Butler) Gibsonia, PA • High Point, NC • Kansas City, MO • Fresno, CA • (Metro) Milwaukee, WI • (Atlanta) Red Oak, GA • Lakeland, FL • Orlando, FL • Fredericksburg, VA • (C.A.D.E.) Anaheim, CA • (American) Walpole, MA**

COX
Communications, Inc.

(For more information circle # 37)

IN A WORLD OF FEW OPTIONS, THERE ARE STILL WAYS TO WRITE YOUR OWN TICKET



Nowadays, low margins are standard equipment for new car sellers.

However, considering the awareness of today's new car buyers for sophisticated stereo componentry, Spec II by Clarion offers an alternative.

Actually, Clarion's custom line offers over a hundred custom-tailored alternatives. With nary a fixed sticker price in the line up.

And when you have that kind of flexibility to upgrade both foreign and domestic car customers, you can name your own price.

Spec II by Clarion

Clarion Corporation of America (213) 973-1100 MSAS (Mountain States Auto Sound) (213) 973-5984 SAS (Southern Auto Sound) (813) 885-5805 EAS (Eastern Auto Sound) (516) 467-1200 TOAS (Texas-Oklahoma Auto Sound) (817) 496-1400

(For more information circle # 20)

Business in Print

"The Mind of the Strategist;"
by Kenichi Ohmae; McGraw-Hill Inc.;
New York, NY; 1982; 283 pages; $16.95.

In some ways, the subtitle to this book, "The Art of Japanese Business," is somewhat misleading. As the author states, the use of strategists by Japanese companies is far from a universal practice. Nonetheless, Kenichi Ohmae, who heads the Tokyo office of the consulting firm of McKinsey & Co., makes a strong case for a business approach that can be used anywhere in the world. The theory of developing and using innovative business strategies has fallen on fertile soil in Japan, where culture and business outlook combine to make the practice work.

What's new about strategy development? Essentially nothing, but Ohmae makes the point that we in the West, particularly in large U.S. corporations, have faced "innumerable social and governmental restraints during the 1960s and 1970s. Advocates of bold and ambitious strategies, too, often find themselves on the sidelines, labeled as losers, while the rewards go to those more skilled at working within the system. This is especially true in mature industries, where actions and ideas often move in narrow grooves, forcing out innovators. Conversely, venture capital groups tend to attract the flexible, adaptive minds.

"It is not unreasonable to say that many large U.S. corporations today are run like the Soviet economy. In order to survive, they must plan ahead comprehensively, controlling an array of critical functions in every detail."

Statements like these must make U.S. businessmen pause. In the land of the "Connecticut Yankee," we've somehow managed during the past 20 years to place a wide variety of hurdles in the path of our boldest and most imaginative business thinkers. Within giant corporations, we've all but stifled entrepreneurial spirit.

One of the key attributes of a strategic thinker, according to Ohmae, is the ability to be a flexible thinker. Such a person "understands the full range of alternatives that lie before him and constantly weighs the costs and benefits of each one. And it is that flexibility which increases the chances of success."

The book isn't without problems, including occasional lapses into poor sentence structure. These, however, are minor compared to its well-presented ideas. For years, business writers have tiptoed around the problem of America's declining business creativity, while casting envious eyes and harsh remarks at Japanese businesses. That's why it's poetic justice for a Japanese management consultant to put the mirror before us and suggest techniques to get us back on track.

You don't have to be the president of a large corporation to appreciate "The Mind of the Strategist." Executives and managers at all levels can learn quite a bit from this book. For the price of a moderate lunch, it offers a banquet of ideas to stimulate business growth. □

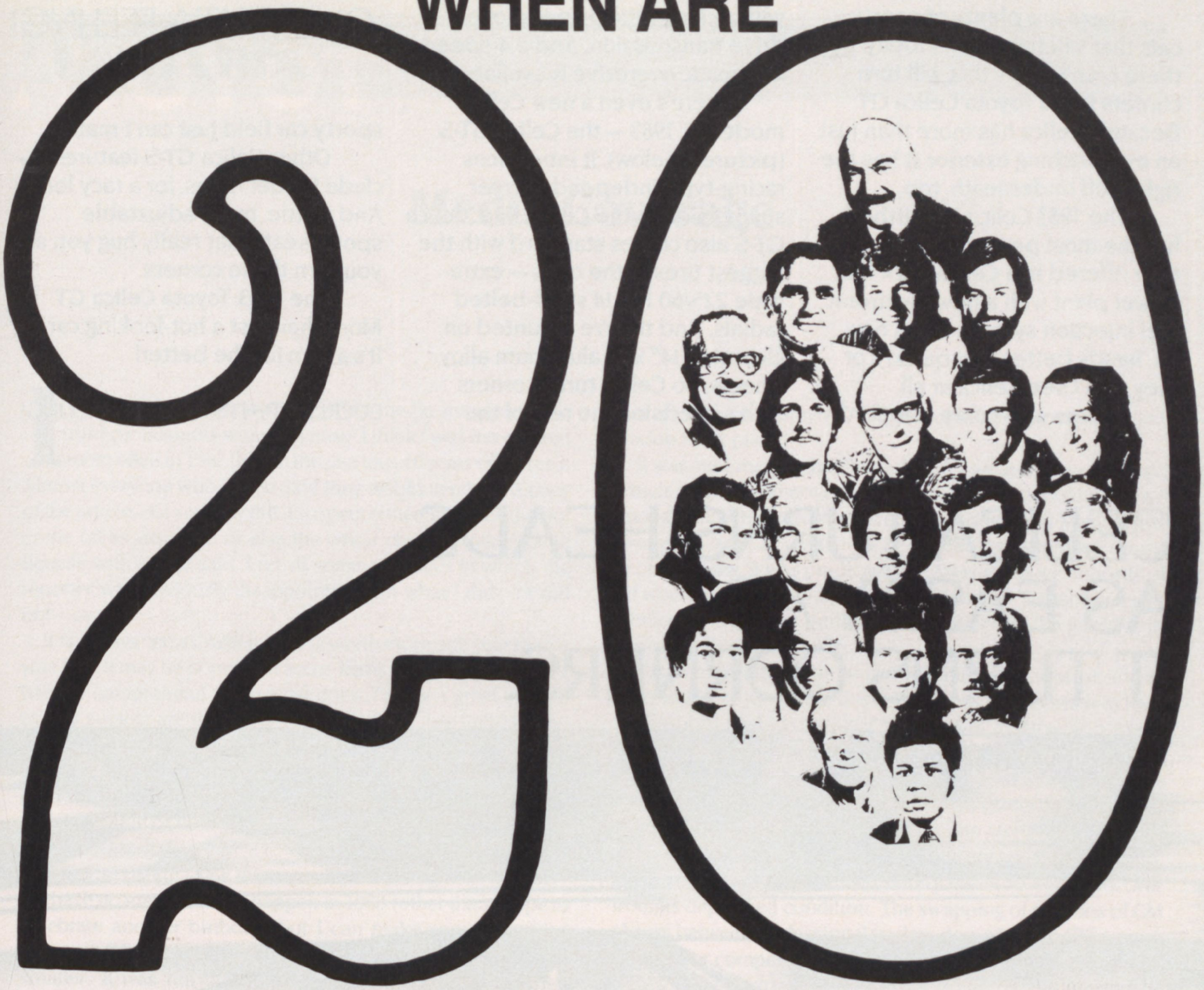
Here are the current Top Ten best-selling books for business. The list is based on sales figures obtained from retail bookstores throughout the United States

1) "The One Minute Manager;" by Kenneth Blanchard and Spencer Johnson; Morrow; $15.00 (2)
   How to organize yourself and your co-workers.
2) "The Official MBA Handbook;" by John Fisk and Robert Barron; Simon & Schuster; $4.95 (1)
   A satirical look at business and business schools.
3) "How to Master the Art of Selling;" by Tom Hopkins; Warner Books; $7.95 (5)
   A top sales trainer offers an approach to sales success.
4) "The Soul of a New Machine;" by Tracy Kidder; Avon; $3.95 (3)†
   The creation and awakening of the microcomputerized age.
5) "A Book of Five Rings;" by Miyamoto Musashi; Overlook Press; $5.95 (4)
   A 16th-century swordsman has some advice for businessmen.
6) "The Three Boxes of Life;" by Richard N. Bolles; Ten Speed Press; $8.95 (8)
   Pitfalls in a career and how to avoid them.
7) "What Color Is Your Parachute?" by Richard N. Bolles; Ten Speed Press; $7.95 (6)
   How to change careers and jobs.
8) "The Changing World of the Executive;" by Peter Drucker; Times Books; $16.95 (9)
   The godfather of corporate life updates his thinking.
9) "William E. Donoghue's Complete Money Market Guide;" by William E. Donoghue with Thomas Tilling; Bantam Books; $3.50 (7)†
   Comprehensive "how-to" for money market investors.
10) "Theory Z;" by William G. Ouchi; Addison Wesley; $12.95 (10)
    How to boost business productivity.

* = indicates last issue's position
† = indicates a paperback previously on the list as a hardcover edition

This column is prepared as an automotive exclusive for Æ by Henry Holtzman, a nationally known business writer. All comments or questions pertaining to this column should be mailed to: **Business in Print, automotive executive magazine, 8400 Westpark Drive, McLean, VA 22102.**

WHEN ARE



HEADS . . .

BETTER THAN 1

At NADA 20 Group Programs, dealers who sell like makes in like volumes meet three times a year to discuss operating methods. And not two dealers in any one group come from the same market area. The result is improved profitability.

To find out why 20 heads really are better than 1

CALL TODAY
(703) 821-7220

NADA 20 GROUPS

Car Groups • ATD/Truck Groups • Leasing Groups

(For more information circle # 43)

© 1982 Toyota Motor Sales, U.S.A., Inc.

There are plenty of sporty cars that will turn heads today. But there aren't many that will turn corners like a Toyota Celica GT. Because Celica has more than just an eye-catching exterior. It has the right stuff underneath, too.

The 1983 Celica GT Liftback has the most powerful engine ever offered in a Celica, a 2.4 liter power plant with a new electronic fuel injection system. From now on, heads better turn quickly, or they won't see Celica at all.

Celicas also come standard with a close ratio 5-speed overdrive transmission. And a 4-speed automatic overdrive is available.

There's even a new Celica model for 1983 — the Celica GT-S (pictured below). It introduces racing-type independent rear suspension to the Celica line. Celica GT-S also comes standard with the biggest tires in the class — extra-wide 225/60 HR 14 steel-belted radials. And they're mounted on gleaming 14″ x 7″ aluminum alloy wheels. So Celica turns corners with a precision the rest of the sporty car field just can't match.

OH WHAT A FEELING!
TOYOTA

Other Celica GT-S features include fender flares, for a racy look. And inside, multi-adjustable sports seats that really hug you as you turn those corners.

The 1983 Toyota Celica GT. More than just a hot-looking car. It's a turn for the better!

BUCKLE UP—IT'S A GOOD FEELING!

CELICA TURNS HEADS AS EASILY AS IT TURNS CORNERS.



LOOKER!

(For more information circle #57)

Media Coverage

I've never known a year in which media interest in the used-car business was so intense. I think I was interviewed more often in 1982 than in the previous 10 years combined. Almost everyone who called said they would send me a copy of the article, but very few did. I suspect either the piece did not come off as expected or else the writer chose to take poetic license with what I said. I recall some instances in which the reporter was obviously disappointed with what I did—or did not—say.

It is always "news" when a car is worth more one year than it was last. It may be normal for some items to appreciate but it's hard to comprehend when a car does. Taking a great interest in this subject are those residents of states that impose personal property taxes. A few irate citizens call the local paper, and then the editor assigns a reporter to find out what is going on. I have noted the reporter is often without experience and has done little or no homework. He will say things like: "Camaro, is that an Italian car?" Or, "What do you mean the Arrow is a Japanese make! I saw the name Plymouth right on the car!"

I have no idea what will happen in 1983 (other than I hope to celebrate another birthday) but I can make some educated guesses. We live in a world that is becoming increasingly smaller. It was not that long ago—about two years—when some parts of the United States still enjoyed good economic health. I suspect some of the citizens of these areas attributed their temporary good fortune to personal or regional superiority. I know that we—the editorial staff of the *NADA Used Car Guide*—took much abuse from some parts of the country that were temporarily immune to the economic malaise the rest of us had contracted. But economic illness is contagious, and, unfortunately, there are no miracle drugs, no quick fixes. And, eventually, all regions were affected.

The auto business is much the same as the rest of the economy. As we have said before, demand is only meaningful if people have the money to pay. When I read articles that say the housing industry or the auto industry will "lead the nation" out of the recession, I wonder where the writers are living.

It takes money, lots of money, to buy a new car or a house. I just bought our son a used car and I am still in shock . . . and I knew what to expect. Where are people going to find the money to pay for cars and houses unless they first obtain jobs? To listen to the media, you'd think the unemployed are sitting on huge sums of money and are just waiting for the right time to buy.

In late '82, GM closed another of its plants in California. This leaves one GM plant functioning in a state which, I think, is home to about 20 percent of all the cars in the U.S. Where will all those jobless employees go to work? Do people think they can all migrate to Smyrna, TN, and obtain employment at the Nissan truck plant?

It was not long ago that the Gulf states were enjoying a boom which seemed without end. We thought there would never be enough oil! Where are their economies now? And Mexico, just two years ago, appeared to be on the threshold of a new economic era. It was predicted that Mexico's huge deposits of oil would make it a leading economic power. Today, however, Mexico is in serious trouble. In fact, much of the world is in serious economic trouble.

It is not my habit to be so gloomy, but we should face up to facts and try to work from there. One of my pet peeves is to hear TV financial analysts speak of "the market" as if it were a living, thinking and rational being. Look at the record-breaking volume days on the major stock markets and ask yourself who is buying and who is selling? They are all professional money managers who are playing with someone else's money.

The buying and selling of stock does not produce anything. Such activity is not what the country needs to help it recover from its depressed condition. The swapping of millions of GM shares between professional traders doesn't make GM a more efficient or competitive producer of motor cars. There is little doubt our industries need investment capital, but the trading of existing shares of stock serves only to move the same money around. It works like a closed poker game. Nothing new is created.

It is unfortunate that we cannot divorce economic decisions from political decisions. It is possible for a person to be an excellent legislator, diplomat or bureaucrat and still be somewhat inexperienced in economic matters. One suspects we have people in Congress who have the same problems each of us has with our own personal finances, yet they are charged with making decisions that affect the economic health of the country and perhaps the world.

I am writing this in early January, too soon to see how new-car sales will go in '83. True, the various incentives of November and December helped to move cars from the showrooms, but were we selling "ahead"? I would have been far more impressed with the year-end improvement had it taken place without any special incentives. Call it what you will, an interest rate below the prevailing rate is still a market support. Unless real interest rates drop more, how long can the factories afford rebates of this kind? I sure hope business picks up for real. I make my living in this industry just like you. □

This column is prepared exclusively for Æ by James "Harry" Lawrence, editor of the NADA Official Used Car Guide. All comments or questions pertaining to this column should be mailed to: **Used Cars, automotive executive magazine, 8400 Westpark Drive, McLean, VA 22102.**

Speaking The Customer's Language

My attention is often caught by Berlitz ads that offer to teach me French or Spanish or German in a few, hard-hitting lessons. The ads promise the school will have me speaking like a native in no time.

But, I've never seen any school offer to teach me "their" language. What is "their" language? It's the language you use when talking to another person, and it has nothing to do with nationality.

Let me give you a short course. I guarantee I'll have you talking like a native and, what's more, you'll do a better job of selling yourself at the same time.

One of the first rules in selling yourself is to make sure people understand you and the language you speak. The easiest way to do this is to speak "their" language.

A funny thing about speaking "their" language—it's the same as your own—no matter what your mother tongue. There's only one important difference: the point of view.

"Their" language uses the personal pronouns *you*, *yours* and *yourself* most of the time; "your" language uses *I*, *me*, *my* and *myself* most of the time. That's the big difference.

The secret is to try to communicate with others on "their" terms. That's why it's called "their" language. When you speak it, you're on your way to greater personal, social and business success than you ever dreamed.

Recently, a shoe salesperson in St. Louis told me that when he talks to others—and not just his customers—he always talks in terms of *their* interests and needs, never his own. To another person's ears, the word *you* is almost as attention-getting as his or her own name.

As my friend put it, a customer's interest centers on style, fit, comfort and price—not necessarily in that order. However, if style, fit and comfort are sold on the customer's terms, the last factor—price—usually ceases to be an obstacle. "Telling the customer, 'That tan pair certainly looks good on *you*, sir,' " the salesperson told me, "sells more shoes in the long run than, 'there's a special on these today, 10 percent off!' "

The same technique works when you're selling motor vehicles. When qualifying, presenting, demonstrating and moving in for the close, always speak "their" language. It can work miracles.

Say, "Why don't *you* get behind the wheel and try this sports car on for size?" instead of, "here's *my* card. *I'll* make a deal nobody else can beat."

Or: "*You* certainly seem to have taken care of *your* trade-in, sir. It's easy to see *you* appreciate real value, and that's what *you'll* find in this new car." That's much better than this opening: "*I'll* have the appraiser take the car out and check it. Depending on what *he* says and what kind of mood *my* sales manager's in, *we'll* see what *we* can do for *you*." (It's a long time before you mention that *you*.")

Remember that *you* and *yours* and *yourself* are the key words in "their" language. Those are the words that others listen for. When you speak "their" language, ears pick up, doors begin to open and you're usually invited in.

The moment you say *you* to people their interest is quickened. They become alert and responsive. Its use causes a strange and wonderful thing to happen. They suddenly become interested in you and what you have to say. Whether you're on the job, at home with your family, or out with neighbors or friends, speaking in terms of *you* and *yours* paves the way to better business, personal and social relationships.

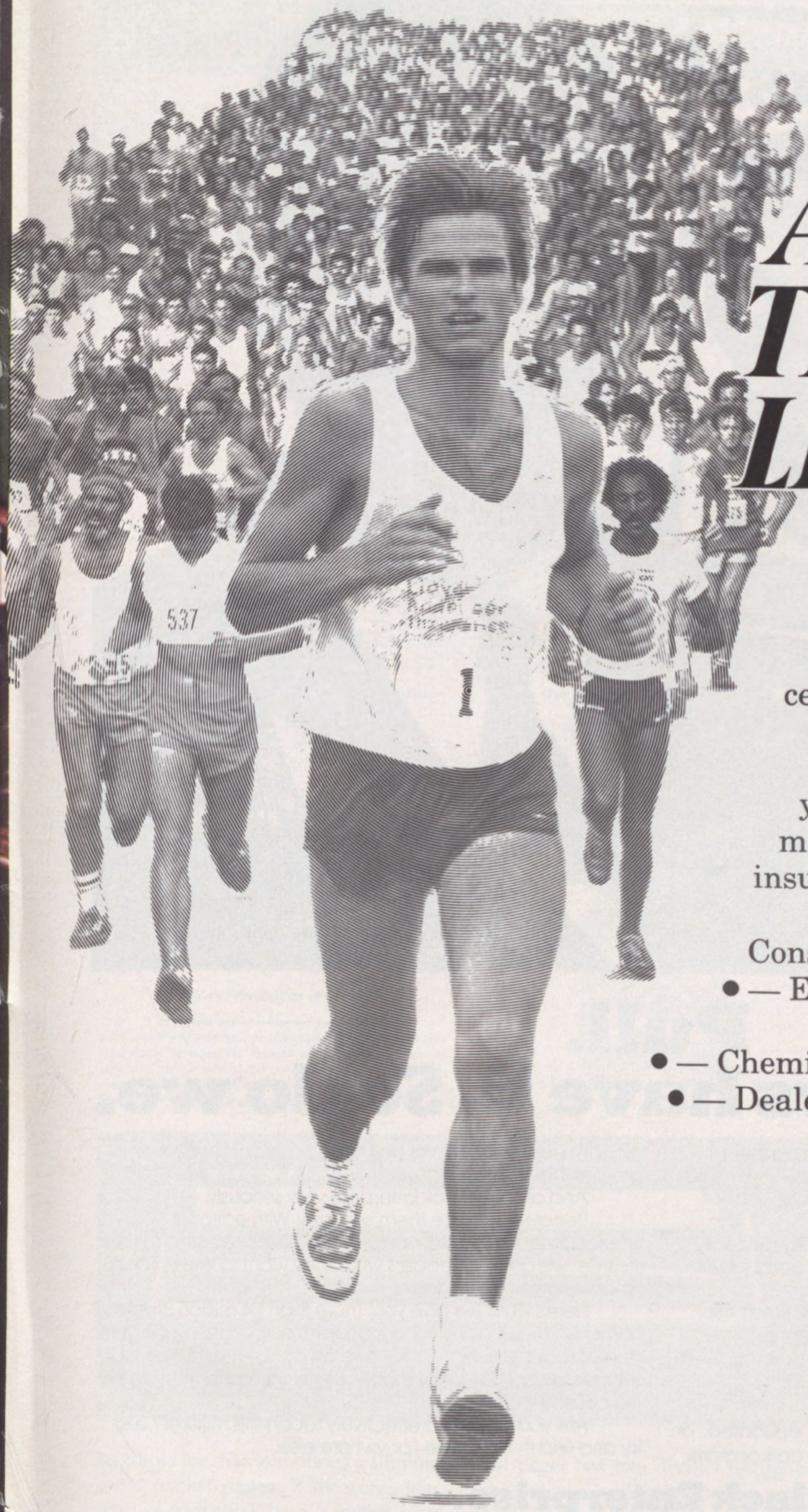
So, start speaking that other language right now. You don't need a set of records or tapes or any crash courses. All you need is to practice what you already know.

And, here's something else that's important. When you speak "their" language, in no time at all it ceases to be a 1-way street. You may think that all the effort has been on your part. Not true. When speaking "their" language, the people you speak to—especially prospects and customers—tend to respond in the same manner. Such dialogue then becomes "our" language, because a common bond has been created.

Soon another wonderful word works its way into your speech—wonderful because it works wonders in communicating. As every professional salesperson knows, that word is *we*.

We—the most meaningful word in the world. □

This column is prepared exclusively for Æ by Joe Girard, named the World's Greatest Salesman 12 times by the Guinness Book of World Records. All questions or comments pertaining to this column should be mailed to: **Selling Yourself, automotive executive magazine, 8400 Westpark Drive, McLean, VA 22102.**



ALWAYS THE LEADER!

Lloyd Andersen and Company, nationwide, continues to provide profit centers at major dealerships throughout the country. Join Lloyd, who will show you how to lead the pack in making more dollars in your insurance and warranty sales.

Consider these money makers:

- — Extended Service Contracts
- — Prevent-A-Crime
- — Chemicals: Paint & Chrome, etc.
- — Dealership Insurance Coverage

- Lloyd Andersen
- Jim Gorman
- Dick Werner

(800) 255-6273

(For more information circle # 35)

Photo by Jeff Reinking



Pull.
Our readers have it. So do we.

"I know what you're thinking. You're thinking there goes Cosby again. Now he's selling magazines."

That's what you were thinking, right? Wrong. I'm not selling Black Enterprise. I'm endorsing it.

Why? 'Cause I read it and I like it and they put really great people on the cover and it does a real good job of selling products. Almost as good a job as I do.

When it's time to get serious, I read Black Enterprise."

Straight words from a funny man—someone who, like the rest of our readers, gets down to business when it comes down to spending.

We deliver the upscale consumers.

Black Enterprise readers are affluent, educated, on the move and ready to spend. 50% own two cars or more. 41% own real estate. Over half have household incomes greater than $25,000.

And all take Black Enterprise very seriously.

Because we take *them* seriously. With editorial geared to their financial needs and editorial geared to their lifestyle, we give our readers what they want to know. That's what we give our readers.

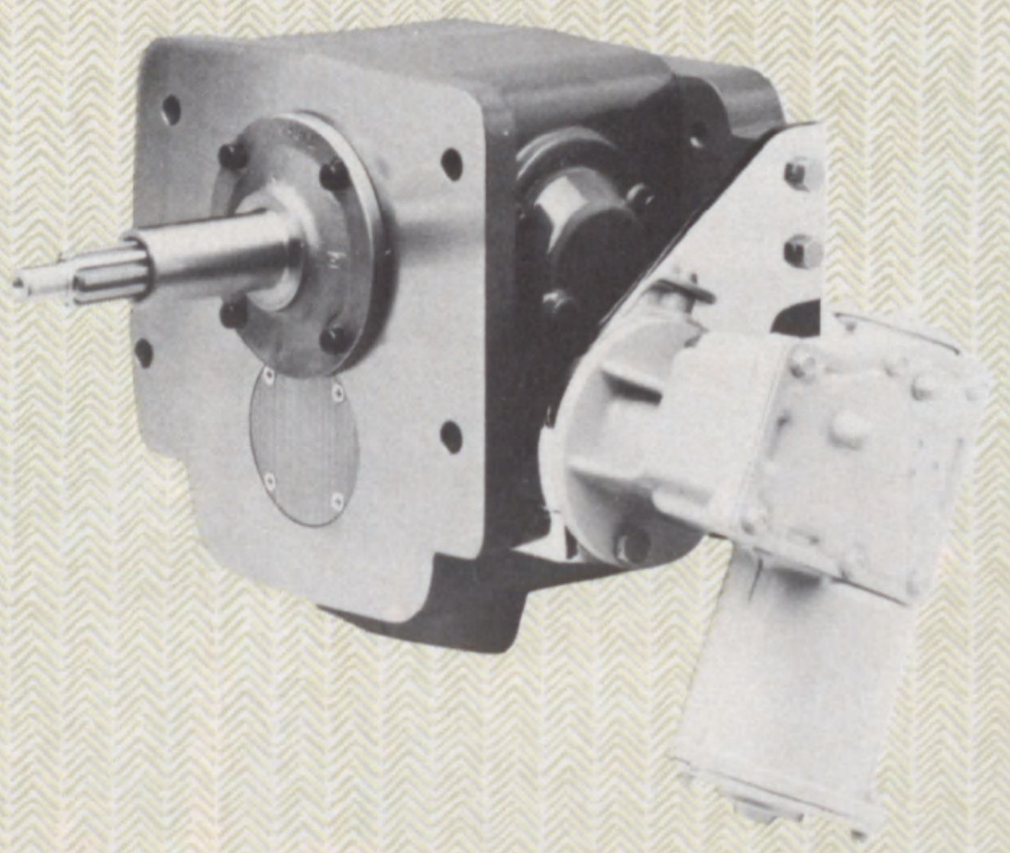
Here's what we give *you*: more than 1.4 million Black heavy hitters—Black business people, corporate managers and upscale trendsetters; far and away, the most influential, successful and upwardly mobile Black men and women in the country.

Are you looking to effectively reach this market? Just try and find it–for so little–anywhere else.

Black Enterprise.
The one way to move Black people on the move.

New York Office: Alfred L. Morris, Director of Advertising, 295 Madison Ave., New York, NY 10017, (212) 889-8220.
Midwest Office: Larry L. Hovell, Advertising Manager, 625 N. Michigan Ave., Chicago, Il 60611, (312) 664-8667.
West Coast Representative: James R. Reynolds, Reynolds & Associates, 5839 Green Valley Circle, Culver City, CA 90230, (213) 649-6287.

Showcase: What's New On The Market



Power Torque Industries Inc. is introducing its double torque "2XT" **auxiliary transmission** to convert 4-speed pickups or light trucks to eight speeds. Designed for 1968 through 1983 Ford, Chevrolet and GMC ½-ton, ¾-ton and 1-ton trucks, the auxiliary transmission can be used with 2- and 4-wheel-drive applications. The "2XT," designed to bolt between the original transmission and bell housing, is easily installed. Manufacturer: Power Torque Industries Inc., Arlington, TX. ■

(For more information circle # 81)

From Eclipse Systems Inc. comes a new **anti-drip siphon cup**. According to the manufacturer, the cup is designed for drip-free spraying at any angle. It fits all leading spray guns and can be completely immersed in any solvent. A simple, easy-to-clean bent tube vent prevents dripping. Manufacturer: Eclipse Systems Inc., Franklin, NJ. ■

(For more information circle # 83)



Information and photographs of products listed in ***Showcase*** *have been provided via manufacturer's press releases. A product's appearance in this column in no way implies endorsement by either NADA, the NADA Services Corp., or* **automotive executive magazine.**



Motorola Inc. has introduced a slimline radio pocket **pager**. It measures less than ½-inch thick by 5½ inches long and weighs less than 1½ ounces, including the battery. The 5-tone sequential pager has two distinct paging addresses plus a deferred paging mode. Manufacturer: Motorola Inc., Schaumburg, IL.

(For more information circle # 85) ■

"Chrome Coat," a new **metal protectant**, has been introduced by Formula 1 Products. The manufacturer says that this clear spray-on product inhibits corrosion on a range of metals from chrome and polished aluminum to brass and alloys, and will not crack, yellow or tarnish. Manufacturer: Formula 1 Products, Cerritos, CA. ■

(For more information circle # 82)





AMS/OIL **synthetic engine oil** offers a service life of 25,000 miles or one year. The manufacturer says that the oil's −65-degree-Fahrenheit pour point assures fast, sure starting in the winter, and its 470-degree-Fahrenheit flash point makes it practically immune to the destructive effect of heat. AMS/OIL claims that the oil reduces friction and drag, and protects metal surfaces from rust and corrosion. Manufacturer: AMS/OIL Inc., Superior, WI.

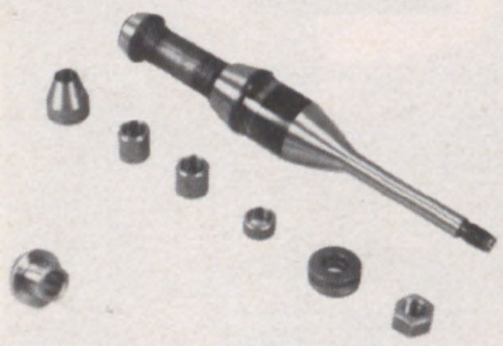
(For more information circle # 84) □

Special Showcase : Service Equipment

An adjustable **oil filter wrench** for large filters has been introduced by Lisle Corp. Designed for use on trucks, tractors and off-road vehicles, the unit has a range of 4¾ to 5⅝ inches (111.1 to 142.8 millimeters). The band is made of stainless steel stamped with special "teeth" for additional gripping power. The wrench works with a standard ½-inch square drive. Manufacturer: Lisle Corp. Clarinda, IA. ■

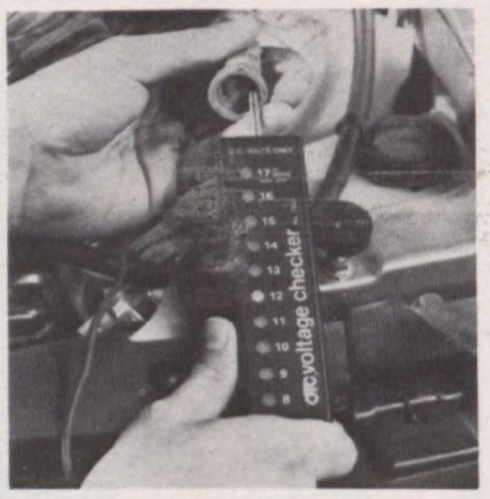
(For more information circle # 86)





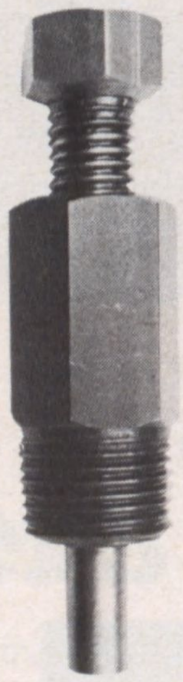
Ammco Tools Inc. has made three changes in its "9708" **arbor set** that it claims will help mechanics more precisely finish rotors and drums: refined the machining operation on the arbor shaft to achieve a tighter tolerance; added a set of self-aligning washers for easier operation; and lengthened the taper on the centering cone for a more accurate fit. The manufacturer says this newly improved tool set will allow mechanics to easily handle all brake jobs involving splined hub rotors and drums under 1-inch in inside diameter. Manufacturer: Ammco Tools Inc., North Chicago, IL. ■

(For more information circle # 87)



Owatonna Tool Co. has introduced a new hand-held **voltage checker** that the company claims will quickly test voltages of various DC circuits in most vehicles. The solid-state instrument can be used to troubleshoot circuits of 8 to 24 volts. With the alligator clip connected to a ground and the probe touching a test point, the device will check a battery, starting/charging system, wiring harness, lights and accessories. Manufacturer: Owatonna Tool Co., Owatonna, MN. ■

(For more information circle # 88)



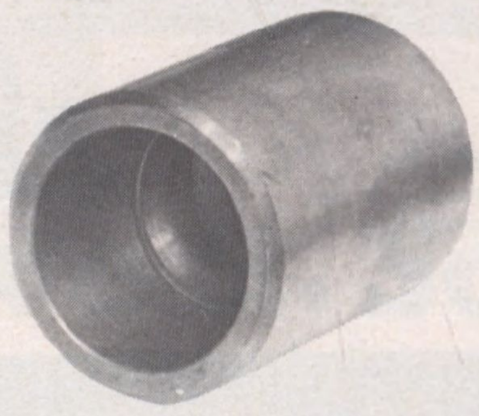
Draf Industries Inc. specifies its new **clutch end plate remover** for use on 1980 and later General Motors R-4 automotive air conditioner compressors. The tool, designed to mate with the pointed drive shaft end on newer versions of the compressor used extensively on GM vehicles, consists of an outer nut assembly that threads into the end plate and an arbor that tightens against the end of the compressor shaft to lift off the plate. Manufacturer: Draf Industries Inc., Bedford Hills, NY. ■

(For more information circle # 89)

According to Benwil Industries Inc., its 5,500-pound capacity **automotive service lift** provides plenty of power for under-vehicle service on downsized U.S. cars, pickups, vans and imported cars and mini-trucks. The lift features above-ground installation to eliminate costly excavation, 6-foot under clearance, unrestricted access to driveline and exhaust system, and stop-and-lock at any lift height. The manufacturer states that this lift provides a low-cost way to expand service operations, since it can fit in a 10-foot stall. Manufacturer: Benwil Industries Inc., Torrance, CA. ■

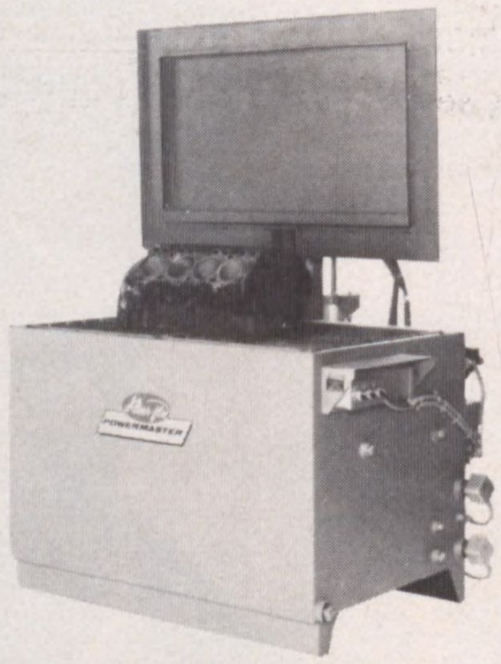
(For more information circle # 90)





Ingalls Engineering Co. Inc. has introduced the "20-20" **wheel lock remover**, for removing wheel locks quickly when the wheel lock key is misplaced or lost. This tool provides easy removal of the wheel for tire service and brake work. According to the manufacturer, when the "20-20" is hammered on over the lock, a special taper firmly grips the wheel lock, allowing fast removal with a minimum of damage to the lock. Manufacturer: Ingalls Engineering Co. Inc., Longmont, CO. ■

(For more information circle # 91)



Kleer-Flo Co. has introduced a line of automatic **degreasers and parts washers** for rapid cleaning of engine blocks, cylinder heads and other heavily encrusted parts. This new series features an air-operated system for lowering the work platform into the cleaning solution and for raising it to the top of the machine for ease in loading and unloading. According to the manufacturer, electrially powered agitation moves the platform up and down in the cleaning compound at the rate of 138 times per minute, providing thorough chemical penetration for blind ports and tapped holes, while flushing out metal chips. The parts washers are gas or electrically heated for hot washing and can be used cold for degreasing and decarbonizing. Manufacturer: Kleer-Flo Co., Eden Prairie, MN. □

(For more information circle # 92)

WINNING THE ADESCO WAY . . .

While you're in Las Vegas for the NADA Convention you'll have many opportunities to try your luck at the gambling tables, and win . . . or lose. There are no sure bets, no guaranteed winners. However, that need not be the case where your Finance & Insurance income is concerned. Winning can be virtually guaranteed — with Adesco's profit-oriented products and services:

- Full reimbursement insurance protection provided by leading insurers;
- Innovative Credit Life, Accident & Health insurance plans;
- Competitive Automobile Physical Damage Insurance;
- The highly-regarded Adesco Dealer Development program that does nothing but work for you and make you money.

Join up with the only sure winner today! Call (800) 331-4065 for a no obligation meeting with a member of the Adesco team, or stop by and see us at Booth #810 at the NADA Convention.

adesco, inc.

TULSA, OKLAHOMA
AND THROUGHOUT THE NATION

a Foremost Corporation of America subsidiary

(For more information circle # 2)

BEFORE YOU BUY . . .
SEE THE BEST

DCI COMPUTER SYSTEMS, INC.
FRESNO, CA • DALLAS, TX

WIN a $8900.00 F&I Computer System at Booth 482

Your Name _____
Dealership _____
Address _____
City/State/Zip _____ Phone ( ) _____



The DC-1000 can grow with you. At anytime you can add up to 3 printers and 4 remote CRT terminals to your present system.






DCI Offers You A Proven Auto F & I System The DC-1000

DCI Computer Systems, Inc.
Post Office Box 4314 • Fresno, California 93744 • (209) 264-2946

(For more information circle # 21)

DCI CUSTOMERS ARE SATISFIED CUSTOMERS — Ask them yourself

A & L Chevrolet, Inc.
Lemoore, CA

All State Leasing & Sales
Clovis, CA

Almaden Mazda
San Jose, CA

Canyon Country Datsun
Newhall, CA

Canyon Pontiac-Buick
Newhall, CA

Capital Ford
Carson City, NV

Carl Chevrolet
San Jose, CA

City Ford Company
Los Angeles, CA

Courtesy Chrysler-Plymouth
Fresno, CA

Downtown Datsun
San Jose, CA

Pete Ellis Dodge
Sunnyvale & South Gate,

Erwin Ford Sales
Salinas, CA

Paul Evert's R. V. Country
Fresno, CA

Fresno Datsun
Fresno, CA

Giant Chevrolet Company
Visalia, CA

Hal Greene Pontiac-Cadillac
Hanford, CA

Hallowell Chevrolet Compar
Clovis, CA

Heritage Ford
Modesto, CA

Lou Herwaldt Oldsmobile
Fresno, CA

Hillcrest Motor Company
Beverly Hills, CA (Cadill

Hillery VW-Mazda-Isuzu
Modesto, CA

Home Motors Chevrolet
Santa Maria, CA

Hysen-Johnson Ford
San Luis Obispo, CA

Don Jacoby Pontiac-Cad-O
Porterville, CA

Kingsrow Ford-Lincoln-Me
Hanford, CA

Leach Leasing
Fresno, CA

Liberty Chevrolet
Selma, CA

Lodi R. V. Center, Inc.
Lodi, CA

Long Beach Subaru-Fiat
Long Beach, CA

Manteca Datsun
Manteca, CA

Marasti Motors
Merced, CA (Dodge)